

[Total Marks : 80]

(3 Hours)

- N.B. :** 1) Question No.1 is **compulsory**.  
2) Attempt any **three** from the remaining **five** questions.

1. (a) What is E-Business? Explain Categories of E-Business. (10)  
(b) Explain E – Business strategy. How does E – Business strategy differ from traditional business strategy? (10)
2. (a) Describe Business Model and also give classification of Business Models. (10)  
(b) What is Electronic Commerce? Describe how it has changed consumer retailing and business-to-business transactions. (10)
3. (a) What are the management challenges and opportunities while running a digital firm? (10)  
(b) Define Electronic Market. How Electronic Market differ from Traditional Market? Explain. (10)
4. (a) What are the major features of a business that are important for understanding the role of Information System? (10)  
(b) What are the barriers affecting the growth of E – Business in Electronic Market? (10)
5. (a) Explain the basic technological infrastructure of E – Business. (10)  
(b) Explain Ethical and Social issues in digital firm. (10)
6. Write short notes on : (20)
  - a) Supply Chain Management
  - b) Functional application of Intranet
  - c) Web Content Management
  - d) Managing the IT Infrastructure and solutions