

(3 Hours)

[total Marks: 80]

- N. B.: (1) Question number 1 is **compulsory**  
(2) Attempt any **three** out of remaining **five** questions  
(3) Assume any **necessary data** but justify the same

1. A) Define E – business? What are the characteristics of E – business? Explain in brief. 10  
B) Explain are the different elements in E – business that the company requires to sell the products. 10
2. A) What is E – business strategies? Explain the different levels of E – business Strategies. 10  
B) Explain the various success factors for implementing E – business strategies. 10
3. A) Define Business Model. Explain the various classification of business models. 10  
B) Evaluate the role of Internet technology in facilitating management and coordination of internal and inter-organizational business processes. 10
4. A) “Ethical and social issues related to system.” Justify. And explain the five moral dimensions of the information age. 10  
B) What is Electronic markets? Define Electronic market and its functions. Also explain the elements of 4 P’s of electronic market. 10
5. A) Explain the role of Enterprise Information System in E – business. 10  
B) How do systems serve the various levels of management in a business & how are these systems related in EIS? 10
6. Write short notes on: (any 4) 20
  - 1) Networked Business strategy
  - 2) Strategic Positioning
  - 3) Roles of E – business
  - 4) Challenges in E – business
  - 5) Strategic Alignment