

BE3-R3: E-BUSINESS

NOTE:

1. Answer question 1 and any FOUR questions from 2 to 7.
2. Parts of the same question should be answered together and in the same sequence.

Time: 3 Hours

Total Marks: 100

1.
 - a) What are Signature Files? How can they be used for e-marketing?
 - b) What is the difference between e-Business and eCommerce?
 - c) What are digital rights?
 - d) What is chaffing?
 - e) What is a microsite?
 - f) What is the Digital Divide?
 - g) What is RDF?

(7x4)

2. What is an eBusiness strategy? What benefits can you derive from a good e-business strategy?

(18)

3. Explain the differences between
 - a) Firewalls and firewires
 - b) Content management systems and document management systems
 - c) Hyper-linking and deep linking

(3x6)

4. How can CRM benefit from E-business and Internet technologies? How are they linked?

(18)

5.
 - a) What do you understand by competitive intelligence? What role can Internet technology play in it?
 - b) What are the legal aspects of e-business?
 - c) What do you understand with BLOGS?

(8+7+3)

6.
 - a) In what ways is security critical in e-Commerce?
 - b) Explain in brief of the following:
 - i) e-Payment
 - ii) PGP protocol

(6+12)

7. What are the applications of the following technology solutions in e-business? Explain in brief.
 - a) Clickstream Analysis
 - b) Data Mining
 - c) Proxy Server
 - d) RSA

- e) Spider
 - f) Spyware
- (3x6)**