

Total No. of Questions : 5]

P2217



[5465]-3030

M.B.A.

Dec - 18  
SEAT No. :

[Total No. of Pages : 2

**306(IT) : E - BUSINESS AND BUSINESS INTELLIGENCE  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

**Q1)** What is E-Business? Explain in brief the technologies that enable E-Business?

OR

With an illustration, show the typical E-Business architecture for a MNC Company.

**Q2)** Explain the Capacity Planning process for E-Business.

OR

Why are CRM solutions implemented in organizations? Explain the impact of Internet advertising on Consumer Behavior?

**Q3)** What is E-Business Strategy? What are the challenges in implementing E-Business Strategy?

OR

Business to consumer transactions are growing worldwide, and many new businesses are starting online. Discuss the process of launching an E-business for a Fashion Store.

*P.T.O.*

**Q4)** Define Business Intelligence. What is the need for Business Intelligence in modern trade?

OR

ONYX is a leading cloud based website development portal which enables users to develop their own websites and platforms for business. It is a rapidly growing company with a very large customer base. The company required an analytics and reporting tool that could analyze and manage huge volumes of data and that too quickly. It also wanted to monitor the customer conversion, usage pattern and behavior. Discuss how Business Intelligence can help ONYX to grow.

**Q5)** In this increasingly competitive age, managing and retaining customer is the key to business success. How can Business Intelligence be used in CRM to gain competitive advantage?

OR

Modern Organized retail trade in India is on the growth trajectory. Explain how BI Tools can be used in the Retail Trade(Supply Chain).



Total No. of Questions : 5]

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[5365]-3030

M.B.A.

**306 - IT : E - BUSINESS AND BUSINESS INTELLIGENCE  
(2016 Pattern) (Semester-III)**

SEAT No : Puna-52

[Total No. of Pages : 2

May 18

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All Questions are compulsory.
- 2) All Questions carry equal marks.

**Q1) What is E-Business? Explain E-Business architecture in detail.**

OR

What do you understand by E-Business? Explain current status of e-Business.

**Q2) Define M-Commerce. What are the advantages and challenges of M Commerce?**

OR

Explain the implementation and benefits of E-Procurement with an example.

**Q3) Describe the ethical and legal issues related to E-Business.**

OR

What is E-Business Strategy? What are the challenges in implementing E-Business Strategy?

**P.T.O.**

**Q4) What is Business Intelligence? What are the building blocks of Business Intelligence system**

**OR**

**Discuss the role of mathematical models in Business Intelligence.**

**Q5) Discuss the application and advantages of Business Intelligence System in HR.**

**OR**

**How is Business Intelligence changing the Manufacturing industry? Discuss with the help of an example.**





Total No. of Questions : 5]

P3892

SEAT No. :

[Total No. of Pages : 1

[5265] - 3030

M.B.A.

Dec 17

**306 - IT : E-BUSINESS AND BUSINESS INTELLIGENCE  
(2016 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

**Q1)** What is E-Business? Explain in brief the technologies that enable E-Business.

OR

What is the concept of information publishing technologies? How does it importance to the business?

**Q2)** Explain the E-Business security/payment services and online community building System.

OR

What is Capacity planning? Explain E-Business Models in detail.

**Q3)** Explain in detail "Launching e-Business : From Idea to Realization".

OR

What is E-Business Strategy? What are the challenges in implementing E-Business Strategy?

**Q4)** Define Business Intelligence. What is the need for Business Intelligence in modern trade?

OR

What is Business Intelligence? What are the building blocks of Business Intelligence system?

**Q5)** In this increasingly competitive age, managing and retaining customer is the key to business success. How can Business Intelligence be used in CRM to gain competitive advantage?

OR

Discuss the application and advantages of Business Intelligence System in HR.

