



## ***B. Tech Degree VIII Semester Examination, April 2010***

### **IT 801 ELECTRONIC BUSINESS AND SERVICES** (2006 Scheme)

Time : 3 Hours

Maximum Marks : 100

#### **PART - A** (Answer ALL questions)

(8 x 5 = 40)

- I. (a) Define e-business. Explain the evolution from e-commerce to e-business.  
(b) Define a value chain. What do you mean by disaggregation and reaggregation of value chain.  
(c) Describe the need for choosing a focus for an e-business design.  
(d) Describe the three phases of CRM.  
(e) Briefly outline the steps of a typical order Acquisition Process.  
(f) Briefly describe the phases of ERP implementation methodology.  
(g) What do you mean by supply chain fusion. What are the management problems associated with it.  
(h) Define e-procurement. Give a brief description of the e-procurement chain.

#### **PART - B**

(4 x 15 = 60)

- II. (a) What do you mean by a trend? Differentiate between fad and trend using examples. (5)  
(b) Describe the ten rules of e-business. (10)
- OR**
- III. (a) How has the definition of value changed from its traditional one? (5)  
(b) Describe the trends that drive an e-business. (10)
- IV. (a) What are the questions to be answered while creating an innovative e-business design? (5)  
(b) Describe the new CRM architecture that organizes around the customer. (10)
- OR**
- V. Consider that you were to design an e-business architecture for a book retailer. Describe the design steps that you would go through and also develop an e-business architecture. (15)
- VI. (a) Define selling chain management. What are the business forces driving the need for one. (5)  
(b) Describe Enterprise Resource Planning by explaining the basic elements and evolution of ERP. (10)
- OR**
- VII. (a) Describe the capabilities of COTS ERP solution. (5)  
(b) Describe the elements of a selling chain management. (10)
- VIII. (a) What are the trends and investment areas of supply chain management? (5)  
(b) Describe the evolution of e-procurement models. (10)
- OR**
- IX. (a) List the seven basic types of e-procurement trading models in use and their key differences. (5)  
(b) Explain the implementation of supply chain management in the electronic way. (10)

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OR ' IX. (a) List the seven basic types of e-procurement trading models in use and their key differences. (5) (b) Explain the implementation of supply chain management in the electronic way. (10)

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