QP Code : 30131

(3 Hours)   [Total Marks : 100

N.B.: (1) Question No.1 is compulsory.
     (2) Students are required to solve any four questions out of remaining six questions.

Q1. Explain and compare the following (in brief):   [20]
     (a) Inbound logistics and outbound logistics
     (b) Buyer-oriented and seller-oriented marketplace
     (c) Cross- selling and Up-selling
     (d) Website and Portal

Q4. (a) Explain Timmer's business models with specific examples.   [10]
     (b) Explain the elements of a generic strategy process model.   [10]

Q2. (a) What are the different types of portals? Explain giving examples of each.   [10]
     (b) Explain the difference between intranet, extranet and the Internet from an e-business perspective.   [10]

Q3. (a) What is the difference between a push orientation to the value chain and pull orientation?   [10]
     (b) Outline the elements of e-business environment and explain its relevance to the organization.   [10]

Q4. (a) Explain the relationship between Analysis, Design and Implementation for an e-commerce site. [10]
     (b) List and explain the main benefits of e-procurement.   [10]

Q5. (a) Outline the stages involved in developing a strategic e-marketing plan.   [10]
     (b) Explain what prototyping is and why it may be used on an e-commerce implementation.   [10]

Q6. (a) Compare and explain the online marketing communication and the traditional marketing communication.   [10]
     (b) Discuss different mechanisms for online auctions.   [10]

Q7. Write short notes on any two: [20]
     i) Modes of Payment in e-commerce   ii) Virtual organization
     iii) Change Management   iv) M-Commerce Infrastructure

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