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B.Tech. Degree VIII Semester Examination April 2016

IT 1801 ELECTRONIC BUSINESS AND SERVICES (2012 Scheme)

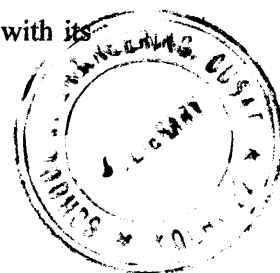
Time : 3 Hours

Maximum Marks : 100

PART A (Answer *ALL* questions)

(8 × 5 = 40)

- I. (a) What is e-Business? Briefly explain the evolution of e-Business.
- (b) Write short notes on e-Business markets.
- (c) What is “operational excellence”? Explain the key principles for successful operational excellence.
- (d) Explain the three phases of customer relationship management.
- (e) Briefly explain the order acquisition process.
- (f) Explain the accelerated ERP approach for ERP implementation along with its pros and cons.
- (g) What is supply chain management?
- (h) Describe the three work flows of the end-to-end procurement process.



PART B

(4 × 15 = 60)

- II. Explain the customer oriented and organizational oriented trends which supports e-Business. (15)

OR

- III. What are the various models available for e-Business? (15)

- IV. Explain the various steps involved in constructing an e-Business design. (15)

OR

- V. What are the requirements for integrating the next-generation CRM interface? (15)

- VI. Explain various business forces which drive the need for a selling-chain management. (15)

OR

- VII. What is ERP? Explain various evolution stages of ERP. (15)

- VIII. Explain SCM planning and execution in detail. (15)

OR

- IX. What are the various key aspects for a successful e-Procurement? (15)