

## **POKHARA UNIVERSITY**

Level: Bachelor

Semester: Spring

Year : 2018

## Programme: BBA /BBA-BI

Full Marks: 100

Course: Essential of e-Business

**Pass Marks: 45**

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*Candidates are required to give their answers in their own words as far as practicable*

*The figures in the margin indicate full marks.*

## Section "A"

## **Very Short Answer Questions**

**Attempt all the questions.**

10×2

1. Describe in short how e-business differs from e-commerce with suitable examples
  2. What are the security requirements for using online e-cash services?
  3. What are the major factors that affect the online consumer behavior?
  4. Define the term Outsourcing and Offshoring.
  5. Differentiate between E-cash and E-check
  6. What do you understand by Search Engine Optimization (SEO)?
  7. What do you understand by WWW? What is the use of HTML?
  8. What are the risks involved in Electronic Payment System
  9. Explain the limitations of conducting e business in the Nepalese context
  10. What do you mean by Hybrid Distribution Networks?

## Section "B"

6×10

## **Descriptive Answer Questions**

**Attempt any six questions**

11. Identify and describe about the unique features of e-business technology and discuss their business significance.
  12. Discuss the various types of hardware, software and database infrastructure required for the e-business.
  13. What is digital marketing? Illustrate with examples. Explain the effects of e-business technologies on marketing strategy
  14. What are the difference between purchase and procurement? Explain with suitable examples
  15. What is E-contracting and why it is needed? Explain the types of essentials required in E-contracting system.
  16. What do you mean by electronic software distribution and explain about the model for electronic software distribution
  17. Explain about the Classification of payment systems with suitable examples.

**Case Analysis**

18. Read the case situation given below and answer the questions that follow:

**VIRTUAL MEETING: SMART MANAGEMENT**

Instead of taking that 6:30 A.M. plane to make a round of meetings in Dallas, wouldn't it be great if you could attend these events without leaving your desktop? Today you can, thanks to technologies for videoconferencing and for hosting online meetings over the Web. A June 2008 report issued by the Global e-Sustainability Initiative and the Climate Group estimated that up to 20 percent of business travel could be replaced by virtual meeting technology. A videoconference allows individuals at two or more locations to communicate simultaneously through two-way video and audio transmissions. The critical feature of videoconferencing is the digital compression of audio and video streams by a device called a codec. Those streams are then divided into packets and transmitted over a network or the Internet. Until recently, the technology was plagued by poor audio and video performance, and its cost was prohibitively high for all but the largest and most powerful corporations. Most companies deemed videoconferencing a poor substitute for face-to-face meetings.

However, vast improvements in videoconferencing and associated technologies have renewed interest in this way of working. Videoconferencing is now growing at an annual rate of 30 percent. Proponents of the technology claim that it does more than simply reduce costs. It allows for "better" meetings as well: it's easier to meet with partners, suppliers, subsidiaries, and colleagues from within the office or around the world on a more frequent basis, which in most cases simply cannot be reasonably accomplished through travel. You can also meet with contacts that you wouldn't be able to meet at all without videoconferencing technology. For example, Rip Curl, a Costa Mesa, California, producer of surfing equipment, uses videoconferencing to help its designers, marketers, and manufacturers collaborate on new products. Executive recruiting firm Korn/Ferry International uses video interviews to screen potential candidates before presenting them to clients. Today's state-of-the-art videoconferencing systems display sharp high-definition TV images. The top-of-the-line videoconferencing technology is known as telepresence. Telepresence strives to make users feel as if they are actually present in a location different from their own. You can sit across a table from a large screen showing someone who looks quite real and life-size, but may be in Brussels or Hong Kong.

Only the handshake and exchange of business cards are missing. Telepresence products provide the highest-quality videoconferencing available on the market to date. Cisco Systems has installed telepresence systems in more than 500 organizations around the world. Prices for fully equipped telepresence rooms can run to \$500,000. Companies able to afford this technology report large savings. For example, technology consulting firm Accenture reports that it eliminated expenditures for 240 international trips and 120 domestic flights in a single month. The ability to reach customers and partners is also dramatically increased. Other business travelers report tenfold increase in the number of

customers and partners they are able to reach for a fraction of the previous price per person. MetLife, which installed Cisco Telepresence in three dedicated conference rooms in Chicago, New York, and New Jersey, claims that the technology not only saved time and expense but also helped the company meet its “green” environmental goals of reducing carbon emissions by 20 percent in 2010. Videoconferencing products have not traditionally been feasible for small businesses, but another company, LifeSize, has introduced an affordable line of products as low as \$5,000. Overall, the product is easy to use and will allow many smaller companies to use a high-quality videoconferencing product. There are even some free Internet-based options like Skype videoconferencing and ooVoo. These products are of lower quality than traditional videoconferencing products, and they are proprietary, meaning they can only talk to others using that very same system. Most videoconferencing and telepresence products are able to interact with a variety of other devices. Higher-end systems include features like multi-party conferencing, video mail with unlimited storage, no long-distance fees, and a detailed call history. Companies of all sizes are finding Web-based online meeting tools such as WebEx, Microsoft Office Live Meeting, and Adobe Acrobat Connect especially helpful for training and sales presentations. These products enable participants to share documents and presentations in conjunction with audio conferencing and live video via Webcam. Cornerstone Information Systems, a Bloomington, Indiana, business Software Company with 60 employees, cut its travel costs by 60 percent and the average time to close a new sale by 30 percent by performing many product demonstrations online.

Before setting up videoconferencing or telepresence, it's important for a company to make sure it really needs the technology to ensure that it will be a profitable venture. Companies should determine how their employees conduct meetings, how they communicate and with what technologies, how much travel they do, and their network's capabilities. There are still plenty of times when face-to-face interaction is more desirable, and often traveling to meet a client is essential for cultivating clients and closing sales. Videoconferencing figures to have an impact on the business world in other ways, as well. More employees may be able to work closer to home and balance their work and personal lives more efficiently; traditional office environments and corporate headquarters may shrink or disappear; and freelancers, contractors, and workers from other countries will become a larger portion of the global economy.

### **Case Study Questions**

- a) One consulting firm has predicted that video and Web conferencing will make business travel extinct. Do you agree? Why or why not?
- b) What is the distinction between videoconferencing and telepresence?
- c) What are the ways in which videoconferencing provides value to a business? Would you consider it smart management? Explain your answer.
- d) If you were in charge of a small business, would you choose to implement videoconferencing? What factors would you consider in your decision?

# POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year : 2019

Programme: BBA

Full Marks: 100

Course: Essential of e-Business

Pass Marks: 45

Time : 3hrs.

*Candidates are required to give their answers in their own words as far as practicable.*

*The figures in the margin indicate full marks.*

## Section "A"

### Very Short Answer Questions

Attempt all the questions.

10×2

- ① List the positive and negative impact of e- business
- ② What is cryptography?
- ③ What is digital marketing?
- ④ Define dot com boom and dot com boost.
- ⑤ What is a digital signature?
- ⑥ What is hybrid distribution?
7. What is the difference between a token based payment system and account based payment system?
8. Define the term e-Marketplace.
9. List the application of IPSEC.
10. What is e-business plan?

## Section "B"

### Descriptive Answer Questions

Attempt any six questions

6×10

11. How does e-business differ from e-commerce? Explain different types of e-business models with examples.
12. What is the importance DBMS in e-business application? Explain major security measures of e-business.
13. Define viral marketing. Explain advantage, disadvantage and issues of viral marketing.
14. Differentiate between purchasing and procurement. Explain the following terms: Market place, market space, Sell-side, buy-side, integration of product catalogue.
15. Explain the process of an e-contract? List out the components and structure of e-contracting.
16. a) Explain the process of ESD.  
b) Difference between offline and online distribution with suitable example.
17. Outline and then explain the advantages of e-payment systems in the context of Nepal?

Section "C"  
Case Analysis

18. Read the case situation given below and answer the questions that follow: 20

It is a form of direct payments and banking without physical appearance at the MDA or Bank through the means of electronic, interactive communication channels and other technology infrastructure. Simply, it is easier and safer way of electronic transfer of money from one account to another account with both customer and merchant benefited. In Nepal there has been increasing demand for electronic payment in recent years mainly in the urban areas. Due to rapid demand and keen interest in the newer technology there have been positive impacts as it has ease our daily life.

E-Sewa is Nepal-based Company mainly focused on electronic payment system. It is one of the major service provided by F1soft which is the well known name for safer and easier way to pay online. It offers a state-of-art payment gateway solution that incorporates some of the latest integrated techniques developing a secured, fast, and real-time gateway. It has been growing as trusted company because of its quality service to its customers. Though there are others payment gateways e-sewa has become the first choice due to its goodwill. More than twenty five thousand of customers with sixty five percent of active customers have been benefited by its services and the number of users is increasing day by day.

Services provided by e-sewa: Send and Receive Money, e-Sewa in Mobile, Pay Utility Bills, Buy Air Tickets, Buy Recharge Cards, Pay School, College Bills, Pay Internet Bills, Subscribe Newspapers, Magazine, Pay Credit Card Bills etc. E-Sewa is the safer, easier way to pay. We can use our credit card/Bank account with e-Sewa, and get all the benefits- without exposing our bank account/card number. Customer's financial security is highest priority of e- sewa. E-Sewa uses SSL technology to keep information safe. In addition, when customer sends payment using e-Sewa, the recipient won't receive sensitive financial information like your credit card or bank account number.

Challenges that e-Sewa must deal are mainly government regulations and limited use of electronic payment in Nepal. In Nepal credit card payment has not yet emerged. Although, few banks provide credit card facility, people do not use credit card. It may be because credit card cannot be used for international purchase due to government policies. Since, Nepal is receiving only country it has been difficult for e-Sewa to establish itself internationally. On the other side, people prefer hand cash then the digital cash.

E-Sewa has evolved as a dynamic and interactive platform for electronic payment. It has changed the way of payment, gradually replacing the traditional way of payment. Its success has been remarkably acknowledged by more people in urban areas where there is a good infrastructure for internet and network services. It is expected that the way e-sewa is emerging will definitely serve the people ensuring more security, reliability and efficiency in the coming days.

Questions:

- a) What type of e payment service does E-Sewa provide?
- b) How people take their benefits from payment gateway like E-Sewa?
- c) Explain E-wallet based technology used for online payment.
- d) Discuss the factor that affects the use and adoption of different e-payment system in Nepal.

# POKHARA UNIVERSITY

Level: Bachelor	Semester – Fall	Year : 2018
Programme: BBA/BBA-BI		Full Marks: 100
Course: Essential of E-Business		Pass Marks: 45
		Time : 3hrs.

*Candidates are required to give their answers in their own words as far as practicable.*

*The figures in the margin indicate full marks.*

## Section "A"

### Very Short Answer Questions

Attempt all the questions.

10×2

1. List out four contributions of e-business technologies to economic growth.
2. Write different ways of market analysis.
3. What are the techniques of viral marketing?
4. How does viral marketing boost up business? Explain.
5. What is IP Sec?
6. What do brokers do in e-business?
7. Differentiate between CRM and E-CRM.
8. What is e-check and e-cash?
9. Why is e-contract essential in business? Explain.
10. What is digital Signature?

## Section "B"

6×10

### Descriptive Answer Questions

Attempt any six questions

11. What are the advantages, disadvantages and threats of e-payment system for the various stakeholders involved?
12. How can effective and efficient operations management deliver competitive advantage to organizations? Think of two examples of firms or sectors for which the advent of the internet has altered operational process and produced efficiency.
13. a) What is an E- business model? Explain with suitable examples of B2B, B2C, B2G, C2G models.  
b) Differentiate between e-commerce and e-business.
14. a) Elaborate the concept of sell side and buy side market place model in E- procurement.  
b) What is product catalog? Why is product catalog necessary?
15. a) Explain in detail the structure of contract.  
b) What are the legal issues arise in doing the electronic business.

16. Why digital marketing is essential these days? Also explain e-mail marketing, search marketing, affiliate marketing with their advantages.
17. List the different distribution channels and distribution logistics. Mention the disadvantages of online distribution. Why hybrid distribution is popular these days explain with its features.
- 18.

Section "C"

20

### Case Analysis

*Read the case situation given below and answer the questions that follow:*

#### Case Analysis

Knock on Wood Toys is a Queensland-based boutique e-commerce retailer that is passionate about wooden toys that can last a lifetime and be passed down through the family.

Craig Aitken, owner of Knock on Wood Toys and father to two boys, explains: “We love wooden toys – the business came about when we found that it was difficult to locate wooden toys when our kids were small. We wanted to give other parents the opportunity to buy quality toys for their children, which can stay in the family for years.”

While Knock on Wood Toys is entirely committed to providing traditional wooden toys that will last for decades, when it comes to e-commerce, the retailer has turned to the latest option for its online payments.

Knock on Wood Toys began using Secure Pay Online Payments – an all-in-one payments solution that combines a secure payment gateway with an internet merchant account – in late 2014.

This means that Knock on Wood Toys now has one point of contact for all its online payments, with no need to have to call its bank about transactions or questions. Aitken says the business has benefited in a number of other ways, too, since it adopted the online payments solution.

#### FLAT PERCENTAGE FEE AND NO ONGOING COSTS

Secure Pay Online Payments offers a flat 2.4 per cent transaction fee on domestic Visa and MasterCard payments. There are no sign-up costs and no ongoing monthly or annual fees. On the transparent pricing structure, Aitken says: “Secure Pay Online Payments has been a real success for us.”

#### SPEEDY SETTLEMENTS

Settlement time varies from business to business, but it is generally within a few days and often much quicker than other online payment solutions. “The great thing about Secure Pay Online Payments is that we receive notification of payment on the same day,” says Aitken. “It settles the next business day so funds hit your account the next day.”

## **QUICK APPROVAL**

Typically, business can be approved within five business-days for Secure Pay Online Payments. "We were approved within a few days," explains Aitken.

## **EASY INTEGRATION**

Knock on Wood Toys relies on a web development company to maintain its website, but the process of integrating Secure Pay Online Payments went off without a hitch. "Our web developer, Online Visions, did the integration into our Magento platform," explains Aitken. "All we did was provide the developers with the information we received from SecurePay."

## **PAYMENT OPTIONS**

Aitken says offering the best customer service is one of his main priorities, and with Secure Pay Online Payments, customers can choose to pay with a range of different options.

Secure Pay Online Payments offers Visa, MasterCard and PayPal, and it can be integrated with American Express and Diners Club International. Aitken adds that he can also take and process card payments over the phone securely, which has its benefits, too. "There may be customers who don't want to pay online, or someone who wants to add an item to an existing order without paying for the shipping again. We can facilitate that over the phone, which is awesome."

### **Questions**

- a. How Knock on Wood Toys has maintained its business by using online payment system.
- b. How security plays important role in online payment.
- c. Will it be easy in Nepal to use online payment system where there are number of limitations in resources. Explain in your own words.

POKHARA UNIVERSITY AFFILIATE  
LA GRANDEE INTERNATIONAL COLLEGE

Level: Bachelor

Final Assessment: Spring

Year: 2020

Programme: BBA

FM: 100

Course: Essentials of E-Business

PM: 50

Time: 3 hrs.

*Candidates are required to give their answers in their words as far as practicable. The figures in the margin indicate full marks.*

Group A  
Very Short Answer Questions

Attempt all the question: 10x2

1. List out four contributes of e-business technologies to economic growth.
2. Differentiate between CRM and e-CRM
3. Differentiate between e-business and e-commerce
4. What are the various technique of viral marketing
5. Define Cryptography.
6. Define dot com boom and dot com boost.
7. Define Digital signature.
8. What do you understand by WWW? What is the use of HTML.
9. Define term Outsource and Offshore.
10. Differentiate between E-cash and E-check

*Symbol:*

Group B  
Descriptive Answer Questions

Attempt any six questions. 6X10

11. a) What is E-business model? Explain with suitable examples of B2B, B2C, B2G, C2G models  
b) Differentiate between purchase and procurement.
12. Why online payment is not so much popular in the countries like Nepal? What may be the consequences and challenges of micropayments in these countries?
13. Discuss various types of hardware, software and database infrastructure required for the e-business
14. a) "Digital Marketing leveraged more opportunities in Marketing" discuss.  
b) Describe DM tools with examples.
15. a) What are the behavior change in people due to use of IT and its applications in society in Nepal?  
b) Discuss advantage and disadvantage of e-business.

16. a) Explain the process of ESD.

b) Differentiate between offline and Online Distribution with suitable example.

17. a) What are the legal issue arise in doing the electronic business?

b) What is product catalog? Why is product catalog necessary?

Group C

Case Analysis

18.

The Internet has made it possible for small business to gain access to an information infrastructure larger than that owned by any major corporation. Indeed, the Internet allows small businesses to communicate as widely with individuals or trading partners as any large corporation can. The importance of the Internet to small business is reflected by the increasing number of research efforts focusing on this topic worldwide. The Internet provides an information infrastructure for its users and can be considered an analogue of the commercial value-added information service providers. The Internet is not owned by a single company so it can be used by anyone to grow their business.

We suggest that it is entrepreneurship which creates the sustainable advantage for small businesses using the Internet to compete with rivals. Internet use within small businesses is management's commitment and perceived benefits. Most small businesses are still using the Internet as a communications medium in addition to the telephone and facsimile, although advertising and marketing are also driving Internet use

When compared to traditional internal application systems, the Internet is a tool on which users can build their IT processes. Therefore, user input and ways of use will determine how much benefit one can get out of the Internet. This leads us to believe that entrepreneurship applied to Internet use will eventually create the difference between a firm which has a positive attitude towards Internet use compared to those having a negative view of this medium.

It's almost impossible to survive as a small business in the modern world without Internet. But using Internet for business is isn't exactly straightforward, nor is it easy, even for an experienced entrepreneur. Small Business are facing more challenge in online business. Common challenges are Budget, Strategic Basis, competition, legal issue Adaptation. However to overcome this obstacle there are many trustworthy organization (ebay, Daraz, Amazon) who helps to make any business online

Answer the following Questions.

5x4

a. How an internet can be useful to any small Business.

b. How traditional system and Internet System contribute in entrepreneurship.

c. What are the difficulties for small size business to become online and how they can overcome it?

d. Do you think will it be possible to conduct business without being online after 10 years?