

**Cluster Innovation Centre
University of Delhi**

B.Tech./ B.S. Innovation with Mathematics & IT
Semester VI
Paper VI.3.3: eBusiness: Organization & Strategy

*Maximum Marks: 50
Time allotted: 2 hours 30 minutes*

The paper consists of three sections. Section A consists of one question which is compulsory. Section B consists of two questions and you are to attempt all the questions from this section. Section C consists of three questions and you are to attempt any two questions from this section.

SECTION A

1. Answer the following questions:

(a) Expand the following: 2 marks

- (i) CPA
- (ii) CTR or CPC
- (iii) B2E or G2C
- (iv) BPO

(b) Answer as briefly as possible: 4 marks

- (i) Name any five Content Management Systems (CMSs). Discuss the key features and applications of any one CMS.
- (ii) Arrange the following in the order of their importance for a successful eBusiness/ eCommerce enterprise: (a) Suitable IT/ICT Tools, (b) Strategy, (c) Skilled wo/manpower, (d) Physical Infrastructure
- (iii) What are the factors which have made India a key outsourcing destination?
- (iv) State two advantages and two disadvantages of doing business in a Virtual Office environment.

(c) Write short notes on any two of the following: 4 marks

- (i) Analysing RoI in the IT/ICT Sector
- (ii) Evolution of eBusiness Systems (EBS)
- (iii) Impact of eCommerce on traditional business models
- (iv) ICT in the Education Sector

SECTION B

(Attempt all the questions.)

2. (a) Define eBusiness. Explain how eBusiness is different from eCommerce by giving suitable examples. What are the three major forces fuelling the growth of eBusiness?

- (b) Discuss the roles and benefits of B2B models/ markets in developing economies.
- (c) Maintaining a result oriented website is the key to the success of an eCommerce project. List at least 6 factors which should be considered before launching into eCommerce. Also list and discuss the key success factors for competing in the eCommerce environment. (4+3+3)
3. (a) What are the barriers to the use of ICT by MSMEs in India? Also discuss the challenges faced by MSME in making the transition from traditional business to eBusiness.
- (b) Define each of these four eCommerce models: B2B, B2C, C2B, C2C and give one suitable example for each of these models. (6+4 marks)

SECTION C

(Attempt any two questions from the following.)

4. (a) Does the adoption and use of ICT help in improving organisational productivity? How?
- (b) Enlist 6 problems faced by traditional businesses which have been addressed and resolved with the advent of IS/IT/ICT.
- (c) What is an eGovernment? In your opinion, can eGovernance help strengthen democracy and promote inclusive development in India? Discuss with suitable examples. (3+3+4 marks)
5. (a) Define outsourcing and explain why do companies adopt an outsourcing policy? What are the three main types of outsourcing/ offshoring? What are some challenges faced during outsourcing?
- (b) Discuss some popular models of outsourcing and offshoring along with their characteristic features. (5+5 marks)
6. (a) Explain the meaning of 'Smart City' in your own words. Highlight the role of ICT in making 'Smart Cities' and briefly discuss the roadmap for making 'Smart Cities'.
- (b) Critically analyse Wheeler's NEBIC Theory? Do you agree that IT strategy should precede business strategy formulation? Why or why not? (5+5 marks)