



**Institute of Management
JK Lakshmipat University
Jaipur**

END TERM EXAMINATION

December 2015



BBA + MBA - Sem - V

MM: 50 Marks

Course: E-Business Fundamentals

Time: 3 Hours

Subject Code: BBA053

Instructions: Attempt any three questions from Section A. Section B is compulsory.

SECTION A

1. E-commerce is not only about having a website. Do you agree or disagree? Justify your answer. (10 marks)
2. What do you understand by a business model? What is its significance for a business organization? Describe the alternative models available for E-business organizations. (10 marks)
3. Enumerate the goals of having a web-presence for a modern day business organization. How can these goals be achieved? (10 marks)
4. Discuss the salient features of IT Act, 2000. What are the areas of concern and challenges in implementing it? (10 marks)
5. What do you understand by the term supply chain? Why is it so important for a manufacturing organization? How does an E-SCM solution provide a strategic advantage to a business firm? (10 marks)

SECTION B

6. Discuss the different forms of E-Advertising. How can we assess the effectiveness of an E-advertising campaign? (10 marks)
7. a) Describe the seven dimensions of an E-commerce strategy and the McKinsey's 7S framework. (10 marks)
b) Discuss the various ethical issues that confront the E-societies.