

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, 2020

Course: Implications of E-Business
Program: B.Tech. - ECRA
Course Code: CSIT413

Semester: VIII
Time 03 hrs.
Max. Marks: 100

Instructions: Nil

SECTION A

S. No.		Marks	CO
Q 1	Multiple choice Which of the following a component of SWOT analysis: a. Strength b. Weakness c. Threats d. All of the above	5	CO2
Q2	True false Digital signatures are issued by government only.	5	CO3
Q3	Which of the following is not an impact of cab haling aps: a. Increased availability of cabs b. Decreased costs of cabs c. Higher customer satisfaction d. Decreased vehicular movement	5	CO1
Q4	Which of the following is a part of e-business strategy: a. Content creation b. Monetization c. Strength analysis d. All of these	5	CO3
Q5	True False Flipkart is an Indian Entity	5	CO1
Q6	Which of the following statements are true: a. A copyright is a collection of rights automatically vested to you once you have created an original work. b. The primary goal of the patent law is not to encourage innovation and commercialization of technological advances c. Both a and b	5	CO2

	None of these		
SECTION B			
Q7	What are the adverse effects of e-business?	10	CO1
Q8	Examine the following in online business: <ul style="list-style-type: none"> a. Identification b. Authorization 	10	CO3
Q9	Examine the porter's five forces analysis in context to e-business?	10	CO2
Q10	Critically analyze the use Intranets and extranets in the domain e-business?	10	CO4
Q11	Analyze the following in context to e-business: <ul style="list-style-type: none"> a. Economic challenges b. Sociopolitical challenges <p style="text-align: center;">OR</p> Analyze the use of following technologies in e-commerce domain: <ul style="list-style-type: none"> a. Digital signatures b. Smart cards 	10	CO4
SECTION-C			
Q12	Analyze the use of following in the context of e-business: <ul style="list-style-type: none"> a. E-loyalty b. E-tail c. E-tickets <p style="text-align: center;">Or</p> Examine the use of the following in global e-business? <ul style="list-style-type: none"> a. Intranets b. extranets 	20	CO1,C O3