

R15

Code No: 724AN

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA IV Semester Examinations, June/July-2018****E-BUSINESS****Time: 3 hours****Max. Marks: 75**

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A.
Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 marks = 25**

- 1.a) Explain the relationship between the concepts of e-commerce and e-business. Summarize any three reasons why a company may wish to introduce e-commerce. [5]
- b) Explain the differences between the traditional reverse auction e-business model and the "name your price" reverse auction e-business model and include an example of each model. [5]
- c) What are the legal forms of organization for an e-business? Explain with suitable examples. [5]
- d) What is a portal? List at least five types of portals and describe their e-business application capabilities. [5]
- e) Viruses are the most common security risk e-businesses faces today. In this context:
(i) Define a virus and (ii) Distinguish between a Trojan horse and a worm by giving suitable examples. [5]

PART - B**5 × 10 marks = 50**

2. Suggest how can an organization evaluate the impact of digital technology on its business. Is it a passing fad or does it have a significant impact? [10]

OR

- 3.a) Outline the internal changes a company may need to make when introducing e-business? [5+5]
- b) What are the advantages of e-business? [5+5]
4. Explain what is a business model and relate it to an internet pure-play of your choice. [10]

OR

5. You are a consultant to a small retailer interested in setting up a transactional e-commerce site. Create a summary guide for the company about the stages that are necessary in the creation of a website and the management issues involved. [10]
- 6.a) Discuss the significance of e-business plan organization.
- b) Briefly explain the components of an e-business plan. [5+5]

OR

7. Read the following case and answer the questions that follow:
e-Business Portal for Leading Investment Bank
A global investment management company(GIMC), with an asset base of over US\$ 248 billion consisting of mutual funds and other investment vehicles, sought to increase its client focus and continue building client relationships through e-services. The company partnered with Infosys to provide self-servicing opportunities for its financial advisors and shareholders through a portal. Infosys developed an e-Business portal in Germany and rolled it out globally.

Overview

The client is a global investment management company. The company has an asset base of over US\$ 248 billion consisting of mutual funds and other investment vehicles for individuals, institutions, pension plans, trusts and partnerships in 128 countries.

Business Need

With the objective of increasing its client focus and continuing to build relationships with clients wherever they wanted to conduct business, the financial firm identified e-services as a thrust area. To stay ahead of its competitors, the company wanted to create a portal to provide self-servicing opportunities for its financial advisors and shareholders. It aimed to reduce turnaround times and the load on its customer support staff by achieving Straight Through Processing (STP) of transactions. The company wanted to introduce a shared Internet tool and create a global platform for its associates through technical and process integration.

Challenges and Requirements

Decipher various trade statuses from the mainframe codes

Financial markets play by country-specific rules and a thorough understanding of the German tax calculations was crucial to developing a successful solution

The solution had to support near real-time update of the mainframe system straight from the Web and deal with real-time bar code serial numbers

The solution needed to be rolled out in multiple geographies in phases

Infosys' Role

The success of this project required a thorough understanding of the financial market and the company's operations. Infosys undertook an exercise to review multiple solutions before choosing a feasible one.

The Infosys team studied each and every code in the trade. It also appointed legal and tax consultants in Germany, where the solution was rolled out initially, to understand the German taxation on funds.

Infosys charted out a strict release management plan to deliver the solution as soon as possible. The end-to-end e-Business solution was developed using a distributed

computing multi-tier web model and based on IIS, MTS and SQL server technology platforms. The application was scalable to service a large number of concurrent users with 24/7 availability and advanced security features.

Since only a feature-rich service could help the client stay ahead of its competitors, Infosys cutting edge technologies such as online intelligent forms, real-time interfacing with internal systems, shareholder portfolio analysis, tax calculations and multi-currency support.

Business requirements analysis

Data warehouse dimensional modelling

Architecture design

ETL (Extract, Transform, and Load) and business intelligence reporting development and implementation

Benefits

Leveraging its Global Delivery Model (GDM), Infosys completed the project within one year. Benefits included:

The project helped the client to move ahead of competition

The global platform for its associates through technical and process integration resulted in significant reduction in costs associated with other distribution channels like printing and mailing.

The solution helped divert routine enquiries to the Web, thereby reducing the call volume at the customer support services center.

The solution impacted sales through online portfolio analysis and latest fund fact sheets. The system went live successfully in Germany with a shareholder base of over 500,000. The user load supported by the system surpassed the peak user load expected by the client.

Questions:

- a) Explain how the GIMC intends to increase client focus and future revenue growth by exploiting innovation in digital technology.
- b) What benefits are expected to accrue to the GIMC from this project?
- c) Discuss the risks and challenges faced by Infosys/ GIMC in developing the e-business portal. [10]

8. Discuss, in detail, the five major steps needed to develop a typical e-commerce application. [10]

OR

- 9.a) List the major criteria to be considered when deciding whether to buy or lease an e-Commerce application.
- b) Describe, briefly, the key e-commerce applications provided by Oracle for building B2C and B2B sites. [5+5]

- 10.a) Why does an e-business need to worry about security?
- b) How does an e-business identify the security issues to be addressed? [5+5]

OR

- 11.a) What are the major sources of business and technology risk in an e-business?
- b) The development of e-business applications involves risk. Systems may not be completed, completed too late, or require more resources than planned. The risk is large in enterprise systems. Suggest ways of managing such development risks citing suitable examples. [5+5]

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