Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐☐   Total No. of Pages : 01

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M.Tech.(IT) (2015 & Onwards E-I & II)/(CSE Engg.) (E-IV)   (Sem.–3)
BUSINESS INFORMATION SYSTEMS
Subject Code : CS-526
Paper ID : [E0695]

Time : 3 Hrs.   Max. Marks : 100

INSTRUCTION TO CANDIDATES :
1. Attempt any FIVE questions out of EIGHT questions.
2. Each question carries TWENTY marks.

Q1. What is e-business? Explain briefly the different technologies used for implementation of e-business system?

Q2. What do you mean by end-user perspective? Describe by taking an example. What kind of services an end user is entitled to have?

Q3. Explain in detail coding, testing, implementation and maintenance phase of the development of an information system

Q4. a) How do e-business companies reduce their vulnerability to social engineering attack?

   b) Write a short note on legal framework of e-business.

Q5. Discuss various internet marketing strategies to help business improvement.

Q6. a) Explain in brief the term '*Business information system strategy*'.

   b) How would a business recognize the cost-effectiveness of its e-commerce website?

Q7. Discuss in detail the various tools and methods to finalize the requirements of BIS in an organization.

Q8. a) Explain in brief the role of mass-customization in e-business.

   b) Discuss the importance of project planning. Also discuss different process models involved in project planning.