

**Duration: 3hrs**

**Max Marks: 80**

- N.B. : (1) Question No 1 is Compulsory.  
(2) Attempt any three questions out of the remaining five.  
(3) All questions carry equal marks.  
(4) Assume suitable data, if required and state it clearly.

- 1 Attempt any FOUR [20]
- a Explain the use of mobile computing as digital driver of digital economy
  - b What is the primary goal of the digital application or digital infrastructure?
  - c What are the pillars of e-commerce network?
  - d State and Explain opportunities & Challenges in Digital Business
  - e Explain digital signature.
- 2 a Explain key business processes that the ERP system will support? [10]
- b Explain how B2B-E-commerce-selling and buying in private e-markets. [10]
- 3 a What do you mean by digital business infrastructure? Name the different hardware and software that are used in the e-infrastructure. [10]
- b Explain legal societal and ethics impact of E commerce. [10]
- 4 a Explain in detail what are the most prevalent security threats to e-businesses today? [10]
- b Explain digital certificate in detail. [10]
- 5 a Explain how does the e-business strategy align with the overall business vision and mission? [10]
- b Describe how Amazon used data analytics to enhance its business: [10]
- 6 a Explain what is the key action steps required to implement our e-business strategy? [10]
- b What is business plan? Why it is required in any business organization? [10]

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