KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
Computer application in business: BA (H) – 561
(e-commerce)
BS – V

Date: January 18, 2011
Instructions: Attempt any 4 questions
Max Time: 3 Hrs
Max Marks: 60

Question 1: (5+5+5=15 marks)

a. What are the advantages and disadvantages of e-Market?
b. Identify different B2B marketplaces and give example of each of them. Also describe the characteristics of B2B marketplaces.
c. What are horizontal and vertical marketplaces?

Question 2: (5+5+5=15 marks)

a. How Supply Chain Management Systems coordinate planning, production, and logistics with suppliers?
b. Evaluate the role of e-commerce in business. Also describe two applications.
c. In information technology context, discuss challenges faced by business applications.

Question 3: (4+3+3+3=15 marks)

Compare and Contrast the following:

a. Global Marketing and Regional Marketing
b. Electronic Distributor and Electronic Broker
c. Direct Marketing and Indirect Marketing
d. P2P Systems and S2S Systems
e. Supplier Oriented Market Place and Buyer Oriented Market Place

Question 4: (4+5+5=15 marks)

a. What is the concept of ERP? What role does ERP systems play inter-enterprise commerce?
b. What is HTTP by protocol? Discuss the roles of HTTP, FTP, and SMTP in business application.
c. When would you use product-based marketing strategy? Explain using an example.

Question 5: (7.5+7.5=15 marks)

Write a note on any TWO of the following:

c. Business process Re-engineering
b. Litigation, issues, problems and their remedies in E-Commerce
c. Virtual Corporations
Karachi University Business School
University of Karachi
FINAL EXAMINATION, JUNE 2010: AFFILIATED COLLEGES
COMPUTER APPLICATION TO BUSINESS: BA (H) – 561
(e-commerce)
BS – V

Date: July 6, 2010
Max Time: 3 Hrs
Max Marks: 60

Instructions: Attempt ANY FOUR questions. All Questions carry equal marks.

Question 1: (5+5+5 = 15 marks)

a) In information technology context, Discuss?
   i) At least one business application
   ii) Challenges faced by business applications

b) What is meant by protocol? Discuss about the roles of the following protocols in business application.
   i) HTTP
   ii) FTP
   iii) SMTP

c) Discuss characteristics of an Electronic Commerce along with risks involved in Electronic Payment Systems?

Question 2: (5+5+5 = 15 marks)

a) Compare the following:
   i. Supplier-Oriented Market Place, Buyer oriented market place, Intermediary Oriented market place.
   iii. P2P systems, S2S systems.

Question 3: (5+5+5 = 15 marks)

a) What is Supply Chain Management? Why is it important in e-business environment?

b) Discuss Limitations, Issues and Problems along with remedies in E-Commerce of:
   i. Social Issues
   ii. Legal and Security Issues

Question 4: (7.5+7.5=15 marks)

a) What is the concept of ERP? What role does ERP systems and their Extension play to inter -enterprise Commerce?

b) What are the benefits of Transaction Processing Systems (TPS)? How do they enhance Business applications?

Question 5: (7.5+7.5=15 marks)

a) Write a short note on any TWO of the following:

   i. Mobile Commerce      ii. Outsourcing      iii. Business process re-engineering
KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE & JULY 2009: AFFILIATED COLLEGES
COMPUTER APPLICATION TO BUSINESS (e-commerce): BA (H) 561

Date: July 03, 2009. Max: Marks: 60
Time Allowed: 3 Hours

Instruction:
Attempt all questions.

QUESTION 1 (5+5+5)
a. Explain any THREE of the following:
   i. FFT System
   ii. Global vs. Regional marketing
   iii. Change Management (CM)
   iv. ERP systems
   v. Electronic distributor vs. Electronic broker.

QUESTION 2 (5+5+5)
a. Describe the purpose of transaction processing systems (TPS). What two key criteria
would you use to judge the success of such a system?

b. Define EDI and its applications. Also discuss the advantages and disadvantages of EDI.

c. Explain Internet protocol. Discuss about the roles following protocols in business
   applications:
   i. HTTP
   ii. FTP
   iii. SMTP

QUESTION 3 (5+5+5)
a. A company is trying to decide whether to manage their IT systems in-house, or to outsource
   them. As an IS consultant, you have been asked to advise this company. Explain for what
   reasons you would recommend that they outsource IT. What are risks of outsourcing that you
   must also warn them about? If the company decides to outsource its systems, what changes
   would you advise them to make in the role and skills of their internal IS department?

b. Outline the rationale, tasks involved, and intended results of the Business Process
   Reengineering (BPR) method for IT based organizational change. Contrast the BPR method
   with situated incremental change and discuss the benefits and risks of each of these
   approaches.

c. What do you mean by E-commerce System Configuration?
   i. How do the requirements for (C2B) and (B2B) electronic systems differ?
   ii. Describe four kinds of C2B electronic payment schemes.

QUESTION 4 (5+5+5)
a. Define the term e-commerce? What are the significant issues in implementing electronic
   commerce in an organization?

b. What is meant by a P2P System and how it differs from the S2S Systems.

c. More and more people worldwide have access to computers. The Internet makes uncensored
   information available to everyone with an Internet connection.
   i. Is it ethical for Internet Service Providers to screen their clients' online activities? Write a
      short justification of your answer.
   ii. Is it ethical for the manager of a business to screen his employees' online
      activities? Does this differ from the situation in part (i)? Write a short
      justification of your answer.

Best of Luck!