

**KARACHI UNIVERSITY BUSINESS SCHOOL**  
**University of Karachi**  
**FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES**  
**Computer application to 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 market places?

**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 m-commerce in business. Also describe TWO applications.
- c. In information technology context, discuss challenges faced by business applications.

**Question 3:** \_\_\_\_\_ **(3+3+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:** \_\_\_\_\_ **(6+5+4=15 marks)**

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

- a. Business process Re-engineering
- b. Limitation, issues, problems and their remedies in E-Commerce
- c. Virtual Corporations

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**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.
  - ii. B2C, C2C, G2S
  - 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

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**FINAL EXAMINATION, JUNE & JULY 2009: AFFILIATED COLLEGES**  
**COMPUTER APPLICATION TO BUSINESS (e-commerce): BA (H) 561**  
**BS-V**

**Date: July 03, 2009.**  
**Time Allowed: 3 Hours**  
**Instruction:**  
Attempt all questions.

**Max: Marks: 60**

**QUESTION 1**

**(5+5+5)**

- a. Explain any THREE of the following:
- i. EFT 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 Configurations?
- i. How do the requirements for (C2B) and (B2B) electronic systems differ?
  - ii. Describe four kinds of C2B electronic payment scheme.

**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 Systems 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.