

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN  
ACT OF CHEATING**

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College Name: \_\_\_\_\_

Student Name: \_\_\_\_\_ Seat No: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015  
COMPUTER APPLICATION TO BUSINESS; BA (H)-561  
BBA – V**

Date: June 27, 2015

Max Time: 3 Hrs

Max Marks: 60

**INSTRUCTIONS:**

1. Attempt ALL questions. Do not write anything on the question paper.
2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.

**Question # 1**

- a) What is the "importance of internet" in conducting E-Commerce over mobile? Is there any other medium other than internet that can be used to settle transactions over mobile commerce?
- b) Differentiate between a website and a webportal
- c) Let's suppose you are being appointed as manager in an E-Commerce firm, how would you define the term "Channel Conflict" to your high ups.

**Question # 2**

- a) What is the primary purpose of creating intelligent agents?
- b) How does a BOT differs from Intelligent Agents?
- c) What are the reasons of introducing "DisIntermediation" in E-Commerce?

**Question # 3**

- a) Define with example the term "Intra-Business E-Commerce"
- b) What is the ROLE of intranet in "Intra-Business E-Commerce" ?
- c) What are the different External Forces to Business that pressurize the organization to adopt E-Commerce
- d) Define the following terms
  - i) Change Management
  - ii) Business Process Re-Engineering
  - iii) Stock Trading
  - iv) e-Procurements

**Question # 4**

- a) IF you are being appointed as manager in an E-Commerce firm, then, *what characteristics would you like to include* in the (EBS) "Electronic Bidding System" of that firm ? Define EBS first.
- b) Discuss the importance of "active intermediary" in an (IOM) Intermediary Oriented Marketplace. What would be your selection criteria for the appointing an intermediary in IOM
- c) Differentiate between the following
  - i) "Electronic Distributor" & "Electronic Broker".
  - ii) "Pure play" & "Brick and Mortar" organizations.
  - iii) "E-Alliances" & "E-Acquisitons"

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**Question # 5**

- a) What are the adoption influences for Proactive vs Reactive Strategies for cyber marketing for a firm conducting business online?
- b) Being an online firm's manager, IF you are opting for Generalized E-Malls, *what different key point would you consider* for participating in Regional Marketing.
- c) How a firm (that is participating in Brick & Mortar environment) can attain growth and structural improvement by using E-Commerce? What infrastructure the firm should acquire for adding the E-Commerce channel?

**Question # 6**

Eric Keil, Director of e-business, Panasonic mentioned that "To achieve economies of scale in terms of development time and software costs, we needed a single web application server. Maintain separate Microsoft and IBM platforms would NOT be a cost-effective strategy". More than 70 percent of Parcel house's business is generated from European customers across 13 countries. As an internationally growing business Parcel house focuses on increasing market confidence for its reliable 24 x 7 logistics information management, from DVD players and High-Definition televisions to air-conditioning compressors and custom lithium ion batteries, the Panasonic name can found on hundreds of thousands of consumers, business and industrial products. Panasonic's diverse product range is a sign of success for the 6,500 employee US based in Secaucus, New Jersey, Panasonic previously supported its 20,000 dealers with B2B e-commerce Web sites built on IBM Web Sphere Application Server. Three sites, one for each business sector, were integrated with Panasonic's SAP systems and other legacy applications, enabling dealers to log on to the Web and easily determining the status of their order or the availability of a product. Every online status check was saved. At the same time, the company created B2C online store for its employees, and for employees of large companies that are valued partners of Panasonic. These sites, developed with Microsoft Commerce Server and IIS, were NOT integrated with Panasonic's backend system. Consequently, the company's call centers were overwhelmed with B2C order-status inquiries. "We couldn't integrate our Microsoft sites with our backend because Microsoft Commerce Server wouldn't talk to our corporate-standard database and integration solutions. Says Eric Keil, director of e-business at Panasonic. "Also, we wanted fully automated e-commerce functionality for all our sites, which dictated enhancements across the board, to achieve economies of scale in terms of development of time and software costs, we needed a sing Web Application Server. Maintaining separate Microsoft and IBM platforms would NOT be a cost-effective strategy."

- a) What are the objectives that Panasonic Company wants to achieve by energizing E-Commerce with the help of IBM?
- b) How the sales of the Panasonic products could be enhanced through the E-Commerce Strategy?
- c) How to maintain the worldwide marketing customers with the services?

**END OF EXAM PAPER**