

College Name: _____

Seat No: _____ Student's Name: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION DECEMBER 2017; AFFILIATED COLLEGES
E-BUSINESS; BA (BS)-402
BBA – IV**

Date: December 19, 2017

Max Time: 100 Mins

Max Marks: 40

INSTRUCTIONS:

- 1. Attempt any 4 questions. Write only relevant and brief answers.**
- 2. Do not write anything on the question paper.**
- 3. 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.**

Q1 What is the role of Enterprise Application in an Organization, Describe the Value Chain Model of Michael Porter in order to get competitive advantages in a progressive Organization

Q2 Define the main elements of an e-business strategy, also enlist its advantages

Q3 a) Define Internet Business Models with examples.
b) Write down the key management issues of e-business infrastructure.

Q4 What is meant by Digital Payments System, explain how it is used in E-commerce?

Q5 Write down short notes on any **two** of the followings with examples:
1. VoIP
2. Semantic Web
3. Virtualization
4. Service-Oriented Architecture (SOA)

END OF SUBJECTIVE PAPER