

University of Mumbai

Program: **Information Technology**
Curriculum Scheme: Rev2019 C-Scheme
Examination: TE Semester V

Course Code: **ITDO503**

Course Name: **Entrepreneurship and E-Business**

Time: 2.30 hours

Max. Marks: 80

Q1.	Choose the correct option for following questions. All the Questions are compulsory and carry equal marks (2M each)
1.	Mobile commerce also known as _____.
Option A:	M-commerce
Option B:	M- com
Option C:	M-COM
Option D:	E-commerce
2.	M-commerce provides the user with the advantage of _____
Option A:	flexibility
Option B:	ubiquity
Option C:	Authority
Option D:	Both a and b
3.	Customer Relationship Management is about
Option A:	Acquiring the right customer
Option B:	Instituting the best processes
Option C:	Motivating employees
Option D:	All of the above
4.	Process of manage information about customers to maximize loyalty is said to be
Option A:	Company relationship management
Option B:	Supplier management
Option C:	Retailer's management
Option D:	Customer relationship management
5.	ERP supports _____ currency value
Option A:	multiple
Option B:	single
Option C:	Three

Option D:	five
6.	The most important step of ERP implementation is _____ phase
Option A:	Installing.
Option B:	Training.
Option C:	Gap Analysis
Option D:	Testing
7.	An information system produces information using the _____ cycle.
Option A:	data analysis
Option B:	Input-process-output.
Option C:	Input-output.
Option D:	Process-input-output.
8.	Someone who improves an existing business can be called _____
Option A:	An Intrapreneur.
Option B:	A professional.
Option C:	A co-worker.
Option D:	A changeling.
9.	Which could provide an individual with the motivation to start a new business venture?
Option A:	The financial rewards.
Option B:	A desire to be independent.
Option C:	Risk taking
Option D:	All the above
10.	What does B2B stands for?
Option A:	Business to Business
Option B:	Business to Benefits
Option C:	Benefits to Business
Option D:	Business to Bank

Q2	Solve any Two Questions out of Three 20 marks each
A	Who is an induced entrepreneur? What are the factors that affect him?
B	Why marketing is a big challenge for entrepreneurs?
C	What is market research? Discuss with relevant examples.

Q3	Solve any Two Questions out of Three 20 marks each
A	You want to start up a business, why do you need to prepare a Business plans? Explain
B	Discuss feasibility analysis. Discuss its types. How did it influence the Business Plan?
C	Explain Social aspects of the Business plans.

Q4	Solve any Two Questions out of Three 20 marks each
A	Explain the differences between intranet, extranet and the Internet from an e-business perspective
B	What action should an e-commerce manager take to ensure compliance with ethical and legal standards of their site?
C	How can electronic commerce be used to support restructuring of the supply chain?