

**Jamnalal Bajaj Institute of Management Studies**

**University of Mumbai**

MIM (III) year, Sem-1, November 2014

**Total Marks: 60**

**E- Business (30 marks)**

EACH QUESTION CARRIES 10 MARKS – ATTEMPT ANY 3

- Q. 1. Describe e-business and its important components?
- Q. 2. What are different phases of e-business development? What are the benefits of using e-business?
- Q. 3. A. Difference between e-business and e-commerce?  
B. What are challenges of e-business?
- Q. 4. What is the revenue model of eBay? Please list the differences between eBay and Amazon?

**ERP (30 marks)**

EACH QUESTION CARRIES 10 MARKS – ATTEMPT ANY 3

- Q. 1. Define ERP with its importance and relevance to organization?
- Q. 2. Give 4 important components of the module – SD, MM, PP, QM?
- Q. 3. What is change management? Elaborate 4 key components of Transition management?
- Q. 4. A. Three levers to change management.  
B. Guidelines for successful change management  
C. Why many ERP implementations fail?

L 2