

POKHARA UNIVERSITY

Semester: Spring

Year: 2021

Level: Bachelor

Programme: BBA-BI

Course: Essentials of e-Business

Full Marks: 100

Pass Marks: 45

Time: 3 hrs.

Candidates are required to answer in their own words as far as practicable. The figures in the margin indicate full marks.

Section "A"

Very Short Answer Questions

Attempt all the questions. [10×2]

1. In what way the Gartner's hype cycle is different from product life cycle?
2. Define ICT development index and its framework of measurement.
3. Define digital divide and its consequences in the society.
4. Describe the technologies used in e-business security.
5. Describe the e-tendering in e-business.
6. What do you mean by the term divisibility in epayments?
7. What is customer relationship management software? Give an example.
8. What are the negative social consequences of e-commerce system?
9. How are smart cards different from magnetic strip cards?
10. What is a click wrap agreement?

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. What is an E-check and explain how it works?
12. What are electronic signature? How it is different from digital signature? Explain.
13. What is SEO in the context of digital marketing. Illustrate 5 points utilizing which we can conduct effective on page SEO?
14. Explain various ways using which a consumer can pay electronically while buying any product or service online. Draw necessary figures.
15. Define disruptive technology. Describe the disruptive innovation with examples.
16. Define e-procurement. Describe the difference between out-sourcing and offshoring with examples.
17. a) Explain the advantages and disadvantages of Digital signature in e-contracting.
b) Define e-Business. Explain the need of integration of product catalog in e-business.

Section "C"
Case Analysis

18. Read the case situation given below and answer the questions that follow:
[20]

**[Policy and Regulatory Foundation for Digital Nepal
(The Digital Nepal Framework, 2019)]**

A number of policy and regulatory frameworks governing the ICT sector provide a basic foundation for the Digital Nepal framework. For example, the National ICT Policy introduced in 2015 seeks to enhance the vision of transforming Nepali society into knowledge and information based society by harnessing rapid advances in the ICT sector. Similarly, the National Broadband Policy announced in 2016 puts forth a framework for stimulating broadband access and availability across the country.

Among others, policy emphasis that has been placed on effectively leveraging Universal Service Access Funds as a means of bridging digital divide will provide a strong mechanism for expanding broadband access to communities beyond urban areas if implemented effectively. While effective implementation of these policy instruments can substantially complement Digital Nepal Program, it will be important to understand the role of a holistic policy regime that transcends ICT domain. For example, there could be a need to revisit investment and trade policies to secure large scale private sector participation in various sectors within the digital economy such as (ecommerce, sharing economy and IT enabled services).

Similarly, it will be important to carry out broad based policy gap analysis so as to ensure that Digital Nepal Program is grounded on sound policy frameworks. In addition to a number of policy and regulatory frameworks including the National ICT Policy, National Broadband Policy and Electronic Transaction Act, the government has also developed the Government Enterprise Architecture (GEA) and Nepal e-Governance Interoperability Framework (NeGIF) which mark some of the foundational initiatives for enabling roll-out of citizen centric digital services and systems that are interoperable and provide a framework for seamless integration.

These frameworks do have applicability beyond the realm of centralized roll-out of digitally enabled government services and could easily be adapted to provincial and local government settings reflecting new political reality of the federal system of governance. In addition, the Government Websites Design / Development and Management Guidelines published in 2068 could also help ensure standardization in the way contents for public consumption are presented by government agencies.

The Digital Nepal initiative must assess and evaluate these frameworks and the supporting government endorsed guidelines concerning automation

and digitalization of government services and suggest improvements if necessary

Questions:

- a) How do you assess the Nepal's readiness towards Digital Nepal?
- b) "Digital Nepal Framework can unleash the Nepal's potential journey towards prosperity". Discuss.