

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
**(Department of Computer Science)**

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**Course: Introduction to E-Business (3471/3525)**

**Level: BS (CS)**

**Semester: Autumn, 2013**

**Total Marks: 100**

**Pass Marks: 40**

**ASSIGNMENT No. 1**  
**(Units 1–4)**

*Note: All questions are compulsory. Each question carries equal marks.*

- Q.1 a) Define E-Business with the help of suitable examples and also give reasons for going online?
- b) Write a comparison between different E-Business Categories that are following:
1. Business to Business (B2B)
  2. Business to Consumer (B2C)
  3. Business to Government (B2G)
- Q.2 a) Why use competitor analysis on the internet give suitable reasons and also write advantages of competitor analysis?
- b) What do you understand by fourth channel? Discuss in detail.
- Q.3 Suppose you are a company employee and your boss demanded you to develop an Online Marketing system. State your answer in the context of a sample case study?
- Q.4 Suppose you are a business man how can you choose the right enterprise application for your business? Give logical reasons.
- Q.5 Write a short note on the followings:
- a) Web Design
  - b) Virtual Societies
  - c) Banner and Campaigning

**ASSIGNMENT No. 2**  
(Units 5–8)

**Total Marks: 100**

**Pass Marks: 40**

*Note: All questions are compulsory. Each question carries equal marks.*

- Q.1 a) Explain in detail on moderating Online Meetings?  
b) Write an advantages and disadvantages on internet based training.
- Q.2 a) What are the security strategies you can create for your web application?  
b) How can you secure your network against virus and Hoax Virus Warnings?
- Q.3 a) What are the main privacy issues a computer user can face on the internet?  
How privacy can be ensured?  
b) Explain in detail Post Paid Payment System?
- Q.4 Suppose you are employee in a IT Organization and your boss demanded you to develop a Online Payment system. State your answer in the context of a sample case study?
- Q.5 Write a short note on the followings:  
a) Applications of Cryptology  
b) Service Broadcasting  
c) Future of Payments

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**3471/3525) Introduction to E-Business**

**Credit Hours: 4 (3 + 1)**

**Recommended Book:**

**THE E-business (R) EVOLUTION by Daniel Amor**

**Course Outlines:**

**Unit 1: Introduction to Internet Business**

Being online, Defining E-business, Reasons for going Online, Differentiating between E-business categories, using the new Paradigm of E-business

**Unit 2: Preparing the Online Business**

Competitor Analysis on the Internet, The Fourth Channel, Paradigms in the new Economy, Driving Business Process Re-engineering, Designing, Developing and Deploying the System

- Unit 3: Selecting the Technology**  
Internet Networking, Exploring the IT Infrastructure, Deciding on the Enterprise Middleware, Choosing the Right Enterprise Applications, Building the E-business applications
- Unit 4: Marketing Strategies on the Web**  
Internet Marketing Technologies, Web Design, Attracting Visitors to your Site, Virtual Societies, Localization, Promoting your E-business, Banner and Campaigning, Online Measurement, One-to One Marketing, Direct Marketing, Choosing the Right ISP
- Unit 5: Interactive Communication Experiences**  
The Basics, Moderating Online Meetings, Internet Chat Solutions, Internet-based Trainings
- Unit 6: Security on the Internet**  
Creating a Security strategy, Cryptographic Tools, Applications of Cryptology, Privacy on the Internet, Fighting Virus and Hoax Virus Warnings, Conflicts in the Information Age
- Unit 7: Paying Via the Net**  
The Payment Business, Post–Paid Payment System, Instant-paid Payment System, Pre-paid Payment Systems, The Future of Payment
- Unit 8: Pervasive Computing**  
Internet Services, Device-to-device Communication, Information Exchange, Service Broadcasting, The Vision
- Unit 9: Shopping and ORM Solutions**  
Online Shopping, Shopping Solutions, Implications of the new Economy, Electronic Software Distribution, Operational Resources Management.