

QP Code : MV-19093

(3 Hours)

[Total Marks:100

- N.B. : 1. Question No 1 is compulsory.  
2. Attempt any four out of the remaining six questions.

- Qu.1: a. Describe three different revenue models for a portal such as Yahoo!. 5  
b. What is the difference between the Internet and the World Wide Web? 5  
c. Explain the concept of value stream. State the factors contributing to customer value (brand perception). 5  
d. What is the difference between personalization and mass customization. 5
- Qu. 2: a. What are the different mechanisms for online auctions? 10  
b. Describe some alternative revenue models for a website from a magazine publisher 10
- Qu.3: a. Select an intermediary site and assess how well it makes use of the range of business models and revenue models available to it through the Internet. 10  
b. Summarize the macro-environment variables a company needs to monitor 10
- Qu.4: a. Explain the term 'electronic data interchange'. Is it still relevant to companies? 10  
b. Select a retailer or manufacturer of your choice and describe what the main elements of its situation analysis should comprise. 10
- Qu.5: a. Explain the concept of Porter's Value Chain? Analyse the traditional and the revised value chain models with the necessary diagrams. 10  
b. Explain the benefits of e-CRM in detail. 10
- Qu.6: a. Using industry example, summarize three benefits of using e-commerce to streamline the supply chain. 10  
b. Current adoption levels of e-procurement are low. Identify the main reasons for this. 10
- Qu.7: a. Outline the stages involved in developing a strategic e-marketing plan. 10  
b. You are Project Manager of an e-procurement implementation. How would you maximize acceptance of the new system among staff? 10

Con. 10078-14.



BE Sem VIII I T

I S M  
22/5/2014

QP Code : MV-19159

(3 Hours)

[ Total Marks : 100

- N. B. :** (1) Question No. 1 is compulsory.  
(2) Any four from remaining five questions.  
(3) All questions carry equal marks.

1. (a) In case of disk drive explain Seek Time, Rotational latency, Utilization factor and Service time. 5  
(b) Explain what is the use of CHS, LBA and virtual logical manager. 5  
(c) Draw and explain ILC. 5  
(d) Explain where RAID 0+1 and RAID 1+0 can be used with example. 5
2. (a) Give the Taxonomy of storage virtualization and explain. 10  
(b) Explain SCSI-3 Architecture and use of each layer for storage Applications. 10
3. (a) Four nodes A, B, C, D are to be communicated. Give FC-AL and FC-SW configuration and also specify the type of ports which will be used for connection. 10  
(b) Explain CAS Architecture with its advantages. 10
4. (a) Give Various NAS implementation. 10  
(b) What is meant by Business continuity, information availability, disaster recovery and recovery point objective. 10
5. (a) Give implementation of IP SAN as iScSi and FCIP. Explain application of each for storage. 10  
(b) Explain local replication technologies. 10
6. Write short notes on : 20
  - (a) BC planning lifecycle.
  - (b) Explain backup requirement and backup granularity.
  - (c) Assets, threats in storage security.
  - (d) ISE (intelligent storage environment).



Con. 11402-14.

