



ALLAMA IQBAL OPEN UNIVERSITY
Semester Terminal Exam Autumn 2020

Program /level:	BBA/Graduation	Maximum Marks	100
Title /Course Code	Introduction to e-business (8426)	Pass marks	50

Instructions for Exams:

1. Attempt All Questions.
2. Write answers in your own words and avoid copying from an internet source or any book.
3. Be precise, avoid unnecessary details, answer to each question must be between 600-800 words.
4. Students are advised to upload their answer sheets/solutions on LMS portal as soon as they complete their answers and not to wait for 8:30 PM.
5. Submissions after due date & time will not be entertained. Attach undertaking with each course code which were allowed to attempt in Urdu.
6. If plagiarism found, Student may be declared fail.

Q. No.	Questions	Marks
1	Frieda Bannister is the IT manager for the state of Iowa's Department of Transportation (DOT). She is interested in finding ways to reduce the costs of operating the DOT's vehicle repair facilities. These facilities purchase replacement parts and repair supplies for all of the state's cars, trucks, construction machinery, and road maintenance equipment. Frieda has read about XML and thinks that it might help the DOT send orders to its many suppliers throughout the country more efficiently. Provide Frieda with a report (written in your own words) of about 500 words that includes sections that discuss what XML is and explain why XML shows promise for the ordering application Frieda envisions. Your report should also identify other DOT business processes or activities that might benefit from using XML. The report should also include a summary of the main disadvantages of using XML today for integrating business transactions.	35
2	Many local newspapers are ending their business of printing daily newspapers. Some are going out of business entirely; others are continuing in existence by publishing local news stories on a Web site. Assume you are a consultant to a local newspaper that is converting to online publication. List the links that you believe would be essential to include on the newspaper Web site's home page. For each link, provide a one- or two-sentence statement about why it is important to include it on the home page.	35
3	Many people have strong negative reactions to pop-up, pop-behind and rich media ads. Assume you are the director of an advertising agency that specializes in creating and placing these ads. You see an opinion article in your local online newspaper that harshly criticizes these ads as intrusive and unnecessary. Write a 200-word rejoinder to post in the comments section of this article in which you explain, from the advertiser's viewpoint, why these ads can be more effective advertising media than text ads.	30