

Code No: MB1637/R16

MBA III Semester Regular/Supplementary Examinations, Nov/Dec-2019

E-BUSINESS

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. a | Explain E business application in detail? | 6M |
| b | How can we publish data for a new launched website? | 6M |
| 2. a | Explain the implementation and control of the E business plan? | 6M |
| b | What is Internet Commerce? Mention its types and explain them. | 6M |
| 3. a | Explain how can we implement document library with example | 6M |
| b | Explain the online monetary transactions | 6M |
| 4. a | Explain how E businesses are designed, developed and managed. What are the requirements to run a successful e-business? | 8M |
| b | Give two examples for e-payment gateways used | 4M |
| 5. a | What are the different strategies used when Advertising on Internet | 6M |
| b | Write a short notes on e-Wallets | 6M |
| 6. a | Write short notes on
i) consumer protection ii) cyber laws iii) contracts iv) Warranties | 8M |
| b | How is E-business different from E commerce? | 4M |
| 7. a | List out five legal, ethical and privacy issues each that are associated with an E-business | 8M |
| b | Write a short notes on
i) web Auction ii) web portals | 4M |
| 8. | How has the World wide web enabled an e-business? Explain how information publishing technology has helped in running an e-business. How do data centers promoted by companies like Yahoo assist growth of e-businesses? | 12M |
