

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, December 2019

Subject: E-Business

Paper – MB – 302

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions from Part-A and Part-B.

Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)

[Short Answer Type]

Note: Answer all the questions in not more than one page each.

- 1 E-Business Value Chain
- 2 Search Engine Positioning
- 3 M-Commerce
- 4 Mobile Commerce Service Providers
- 5 5G Systems

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

Note: Answer all the questions by using internal choice in not exceeding 4 pages each.

- 6 a) "E-Business has revolutionized the business models". Comment discussing concept of E-Business, its advantages and disadvantages.

OR

- b) "For E-Business to be successful and effective, proper infrastructure should be in place" comment, discussing elements of E-Business infrastructure.

- 7 a) "E-Business has its own set of legal, ethical and taxation issues". Comment, discussing these issues. Also discuss the Intellectual Property Rights (IPR) in E-Business.

OR

- b) "Marketing has been redefined with the advent of e-Marketing". Comment, discussing the concept, scope and strategies involved in e-Marketing.

- 8 a) "With the wide spread diffusion of Smart Mobile Phones, Mobile Commerce has evolved?. Comment, giving the concept and role of Mobile Commerce, also discuss the scope, benefits, varied issues and challenges of M-Commerce.

OR

- b) "M-Commerce Services have revolutionized the businesses and the business environment" comment, discussing the varied types of M-Commerce Services and applications.

- 9 a) "Communication Technology has undergone a great revolution with the advent of Wireless, Mobile and Satellite Communication" comment, discussing these communication technologies and their relative merits and demerits.

OR

- b) "Mobile Commerce depends a lot on Mobile Communication standards and mobile access technology" comment, giving the concept involved, role played by these, with a special reference to 1G, 2G, 3G, 4G and 5G systems.

10 a) "Mobile Commerce Applications have made a great impact on the way things were being done traditionally". Comment, discussion some of the mobile commerce applications like M-Banking, M-Ticketing, etc.

OR

b) "Mobile Payment Systems are the backbone of the Mobile Commerce" comment, discussing the characteristics and models of Mobile Payment Systems. Also discuss the privacy and security issues involved.

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