

18/11/2020

Code No. 12052

**FACULTY OF MANAGEMENT**

**M.B.A. III – Semester (CBCS) Examination, November 2020**

**Subject: E-Business**

**Paper – MB – 302**

**Time: 2 Hours**

**Max.Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4x5 = 20 Marks)**

- 1 E-Business
- 2 Domain Names
- 3 E-Commerce Vs M-Commerce
- 4 Mobile Communication Standards
- 5 M-Banking

**PART – B**

**Note: Answer any four questions.**

**(4x15 = 60 Marks)**

6. "E-Business has impacted the Global Economy and Business". Comment discussing concept of E-Business, its advantages and disadvantages in light of Global Economy.
7. "Infrastructure in place determines the success of the E-Business". Comment, discussing the key infrastructure requirements E-Business infrastructure.
8. "Legal, ethical and taxation the major issues to be taken into consideration for E-Business". Comment, discussing these issues. Also discuss the Intellectual Property Rights (IPR) in E-Business.
9. "Marketing is no longer the same, it has been revolutionized by technology". Comment, discussing the concept, scope and strategies involved in e-Marketing.
10. "Mobile commerce is all set to make a great change in the traditional commerce". Comment, giving the concept and role of Mobile Commerce, also discuss the scope, benefits, varied issues and challenges of M-Commerce.
11. "Service Sector is moving towards a new phase, with the M-Commerce Services". Comment, discussing the varied types of M-Commerce Services and applications.
12. "The advent of Wireless, Mobile and Satellite Communication technologies has brought in a big revolution in Mobile Communication" comment, discussing these communication technologies and their relative merits and demerits.
13. "Mobile communication standards and mobile access technology has evolved through 1G to 5G systems" Comment, giving the concept involved, role played by these, discussing the salient features of these systems.

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14. "Mobile Commerce Applications made the life of consumers easy' comment, discussing some of the mobile commerce applications like M-Banking, M-Ticketing etc.
15. "Mobile Commerce can be successful, if only the Mobile Payment Systems are robust" comment, discussing the characteristics and models of Mobile Payment Systems. Also discuss the privacy and security issues involved.

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