

Code No. 12072

FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, February 2021
Subject: E - BUSINESS

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 P2P Payment System
- 2 Stored Valued Cards
- 3 Pay-per-click
- 4 Wireless Communication
- 5 Mobile Payment Systems

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

- 6 Discuss the Development and Growth of Electronic Commerce in detail?
- 7 What are the Advantages and Disadvantages of Electronic Fund Transfer?
- 8 Explain the factors in Creating and Maintaining Brands on the Web?
- 9 Write a note on E-Mail Marketing and Intellectual Property Rights in Online Business?
- 10 Explain the Benefits and limitations of mobile commerce?
- 11 Discuss various types of M-Commerce Services with suitable examples?
- 12 Discuss about Mobile Internet Device (MID) and service providers in mobile with relevant examples?
- 13 Briefly explain the impact of 4G and 5G Systems in online business?
- 14 Discuss about Mobile Commerce Applications in Retail Sector?
- 15 Explain Mobile Payment Systems Security and Privacy Issues in E Business?
