

Code No: E-2218/N

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March / April 2023
Subject: E-Business
Paper No. MB – 302

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What is the difference between e-commerce and e-business?
2. Explain the architecture of WWW
3. Write briefly about digital marketing
4. What is the use of e-catalogue in e-business?
5. Define e-cash and what are its characteristics?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Discuss the nature, scope, benefits and limitations of e-business.
(OR)
(b) Explain the Business models of e-products.
7. (a) Describe the technologies used for e-business.
(OR)
(b) What is e-business security? Discuss the threats and measures for ensuring the security of e-business data and transactions.
8. (a) Explain the role of e-CRM from e-business perspective.
(OR)
(b) Define viral marketing? Discuss the advantages and limitations of Viral Marketing.
9. (a) Describe the major operations in e-business.
(OR)
(b) Discuss the legal issues concerning e-business operations.
10. (a) What is online distribution? Explain the various models of online distribution with suitable examples.
(OR)
(b) Describe the various types of online payments.

* * *