

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, August 2023**  
**Subject: E-Business**  
**Paper No. 302**

**Time: 3 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. List the features of e-services
2. What are the important e-business technologies?
3. Explain e-CRM
4. What is electronic contract?
5. Explain the characteristics of online payments

**PART – B**

**Note: Answer all the questions.**

**(5 x 12 = 60 Marks)**

6. (a) Describe the evolution of e-business, its benefits and limitations.  
**(OR)**  
(b) Discuss the role of e-business in promoting competitiveness and productivity.
7. (a) Explain the architecture of WWW and its importance for online business.  
**(OR)**  
(b) Discuss the social consequences of e-business technologies.
8. (a) Discuss the strategies generally adopted for digital marketing. How are they different from traditional marketing.  
**(OR)**  
(b) Explain about the different digital marketing tools.
9. (a) Define e-procurement. Discuss the benefits and limitations of e-procurement.  
**(OR)**  
(b) Describe the generic services for e-business operations.
10. (a) Explain about online distribution, its advantages and disadvantages.  
**(OR)**  
(b) What is IPsec and its applications in e-business.

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester (Very Old) Examination, August 2023**  
**Subject: E-Business**  
**Paper – MB – 302**

**Time 3 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer any five questions.**

**(5 x 4 = 20 Marks)**

- 1 What are E – Wallets?
- 2 What is E Mail Marketing?
- 3 What is M – Commerce?
- 4 Define Wireless Communication
- 5 What is Mobile Ticketing?

**PART – B**

**Note: Answer any five questions.**

**(5 x 12 = 60 Marks)**

- 6 (a) What is E Business? Explain the contribution of E Business to the Global Economy.

**(OR)**

- (b) Discuss briefly about the various E Business Models. Which of these models is most effective.

- 7 (a) Discuss the use and protection of Intellectual Property Rights in Online Business.

**(OR)**

- (b) Discuss on various methods of Advertising on Web? Identify the issues Involved in this process.

- 8 (a) Discuss the scope and benefits of Mobile Commerce.

**(OR)**

- (b) Discuss on various Mobile Commerce Applications.

- 9 (a) Discuss the contribution of Mobile Service providers in the field of M Commerce.

**(OR)**

- (b) Briefly explain about 3G, 4G and 5G Systems.

- 10 (a) Discuss about various M Banking Business Models.

**(OR)**

- (b) Discuss the business applications of Mobile Computing.