

**R15**

Code No: 724AN

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY, HYDERABAD****MBA IV Semester Examinations, December -2018****E- BUSINESS****Time: 3 hours****Max. Marks: 75****Note:** This question paper contains two parts A and B

Part A is compulsory which carries 25 marks, answer all questions in Part A. Part B consists of 5 units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

**PART - A****5 × 5 marks = 25**

- 1.a) What do you mean by bulletin boards? [5]
- b) Describe the B2B trading. [5]
- c) What do you mean by E-branding? [5]
- d) Explain Digital signature. [5]
- e) What is meant by proxy server? [5]

**PART - B****5 × 10 marks = 50**

2. Describe the advances in technology which has facilitated e- business. [10]
- OR**
3. Explain the advantages and disadvantages of e- commerce. [10]
- 4.a) What are the different e-business models?
- b) Explain how B2C e-business model works in detail. [5+5]
- OR**
5. Give a detailed note on different aggregator models. [10]
- 6.a) What is the concept of internet protocol?
- b) Briefly explain the client server protocols of the internet. [5+5]
- OR**
- 7.a) Why do customers like web-based purchase?
- b) What cultural and social factors would affect Indian web-based purchases? [5+5]
8. Write down a detailed note on characteristics of e-business applications. [10]
- OR**
9. Describe the technologies for e- business application integration. [10]
10. Give a detailed note on different components of firewall. [10]
- OR**
- 11.a) What do you mean by web site defacement?
- b) Describe different website defacement monitoring tools in detail. [5+5]

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