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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