Code No: 724AN

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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA IV Semester Examinations, January-2018
E-BUSINESS

Time: 3hours   **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.

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PART - A   **5 × 5 marks = 25**

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1.a)	What is E –Business? Explain their features.	[5]
b)	Write note on Evaluation of E-Business.	[5]
c)	Explain Online Auctions.	[5]
d)	Write note on Advertisement and Marketing on internet.	[5]
e)	What is cracking? How it is differ from hacking?	[5]

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PART - B   **5 × 10 marks = 50**

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2.	Distinguish between e-commerce and e-business.	[10]
	OR	
3.	Explain the process of establishing of E – Business.	[10]
4.	What are the Various Models of E-Business.	[10]
	OR	
5.	What Technology and Infrastructure is required for E-Business.	[10]
6.	Explain the strategies important for E-business.	[10]
	OR	
7.	Illustrate web services - service - oriented architecture.	[10]
8.	Explain the link between e-marketing and e-business and why they may be considered separately.	[10]
	OR	
9.	Explain the E-Business integration challenges.	[10]
10.	What are the security mechanisms for protecting network security threats ?	[10]
	OR	
11.	Explain Client-server network security and various threats faced by this.	[10]

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