R15

Code No: 724AN

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.

PART - A   5 × 5 marks = 25

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]

PART - B   5 × 10 marks = 50

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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