



Code No: 724AN

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, December - 2019****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. Write a short note on the following:

- a) E-Commerce [5]
- b) Government to Business model (G2B) [5]
- c) E-Marketing [5]
- d) Application Integration [5]
- e) Security Audit [5]

**PART - B****5 × 10 Marks = 50**

- 2.a) Distinguish between e-business and e-commerce.
- b) Explain the various pros and cons of e-business. [5+5]

**OR**

- 3.a) Enumerate the importance of e-commerce.
- b) Describe the advances in technology which has facilitated e-commerce. [5+5]

- 4.a) Explain the Business to Government model (B2G).
- b) Elucidate the infrastructure requirement of e-business models. [5+5]

**OR**

- 5.a) Narrate the Business to Business model (B2B).
- b) Describe the pros and cons of e-business models. [5+5]

- 6.a) Explain the phases/aspects of e-business.
- b) Describe the sales strategies in e-business. [5+5]

**OR**

- 7.a) Enumerate the importance of portal management.
- b) Outline the objectives of e-marketing. [5+5]

- 8.a) Explain the characteristics of e-business applications.
- b) Elucidate the benefits of e-business portals. [5+5]

**OR**

- 9.a) What is domain? Explain the e-commerce platforms.
- b) Describe the nature and scope of e-business application. [5+5]

- 10.a) What are the uses of a proxy server?
- b) Enumerate the network and website security risks. [5+5]

**OR**

- 11.a) What are the necessary components for an organization's security policy.
- b) Define Penetration testing. Explain the features of penetration testing. [5+5]

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