

R15

Code No: 724AN

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA IV Semester Examinations, April/May-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.a) What is E-Business and explain its salient features. [5]
- b) How can one achieve work flow automation in e-business environment? [5]
- c) Comment about retail business using EC. [5]
- d) Write on the technologies required for EC Implementation. [5]
- e) What are the security issues of E-Business? [5]

PART - B**5 × 10 Marks = 50**

- 2.a) Write about the advantages and short comings of E-Commerce.
 - b) Explain the framework and components of e-commerce architecture [5+5]
- OR**
3. Explain in detail the e- business environment. [10]
 4. What are the different e- business models? [10]
- OR**
5. Write about the architecture of E-Commerce. [10]
 6. What are the various steps for developing an e- business website? [10]
- OR**
7. Discuss elaborately how search engines can be to reach the customers. [10]
 8. Discuss about the internet applications of e-business. [10]
- OR**
9. Explain the business palming approach for E-Business applications. [10]
 10. How is security services implemented through SET? Discuss. [10]
- OR**
11. Explain
 - a) Security audit.
 - b) Penetration testing. [5+5]

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