

Code: 9E00304d

MBA III Semester Supplementary Examinations July 2015

E – BUSINESS

(For students admitted in 2011, 2012 and 2013 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions

All questions carry equal marks

- 1 Mention specific e-business objectives that help in bench marking e-channel adoption and explain them with right examples.
- 2 Explain the following elements of e-marketing planning:
 - (a) Situation.
 - (b) Objectives.
 - (c) Strategy.
 - (d) Tactics.
 - (e) Action.
 - (f) Control.
- 3 Explain the following elements of e-procurement implementation:
 - (a) Growth in adoption of web enable e-procurement.
 - (b) Integration of company system with supplier system.
- 4 Explain the following stages in use-case analysis:
 - (a) Identify actors.
 - (b) Identify use-cases.
 - (c) Relate actors to use-cases.
 - (d) Develop use-case scenarios.
- 5 Explain the following with appropriate examples:
 - (a) Message oriented middleware.
 - (b) Data access middleware.
 - (c) Transaction oriented middleware.
 - (d) Distributed object middleware.
- 6 What are the strategies for modernizing legacy systems? Explain with appropriate examples.
- 7 Explain e-business integration and the challenges there of with appropriate examples.
- 8 Explain the role of IT laws in e-business.
