

Total No. of Pages: 1**6875**

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION December 2014**(HUMAN RESOURCE MANAGEMENT)****(SECOND YEAR)****270. E-BUSINESS****(Common with M.B.A (Marketing Management) and M.B.A
(Financial Management))**

Time: Three hours

Maximum: 100 marks

SECTION – A**(5×5=25)****Answer any FIVE questions****1. Write short note on:**

- a) What is E-Business?
- b) What is Network Security?
- c) What is Firewall?
- d) What is Internet Commercialization?
- e) What is Internet Protocol?
- f) Explain EDI.
- g) Explain Digital Libraries.
- h) Explain E-Business application.

SECTION – B**(3×15=45)****Answer any THREE questions**

2. Explain the difference between Traditional and E-Business Application.
3. Explain the influence of internet commercialization in the growth of Business.
4. Explain the process of EDI implementation.
5. Discuss the various tools available for Network Security.
6. Discuss the status of Electronic Commerce in Consumer Application.

SECTION-C**(1×15=15)****Answer any ONE question**

7. Give the nature and importance of MIME.
8. Write a note on Electronic Payment Systems.
9. Discuss in detail about the various consumer oriented E-Commerce applications.

SECTION-D**(1×15=15)****(Compulsory)**

10. Explain the Markowitz theory with suitable illustration.
