Total No. of Pages : ☐2

Register Number : **6875**

Name of the Candidate :

M.B.A. (HRM) DEGREE EXAMINATION MAY 2014.

(SECOND YEAR)

270 — E – BUSINESS

(Common with M.B.A. (M.M) and M.B.A. (FM))

Time : Three hours   Maximum : 100 marks

SECTION A

Answer any FIVE questions   (5 × 5 = 25)
All questions carry equal marks.

1. What is "Identification and authentication infrastructure?

2. Explain Encryption.

3. What is LAN?

4. What is BZC?

5. What is Network Access Equipment?

6. What is Network Security?

7. What do you mean by consumer oriented E-commerce?

8. Explain any four real time benefits of E.SCM.

SECTION B

Answer any THREE questions.   (3 × 15 = 45)
All questions carry equal marks.

9. Traditional Vs E-Business application.

10. Explain in detail about Global information distribution networks.

11. Explain about using internet as a network infrastructure.

12.   Explain about encrypted documents and email.

13.   "E-supply chain management – A Strategic Advantage" – Comment.

SECTION C

Answer any ONE questions   **(1 × 15 = 15)**

14.   Explain in detail about the network infrastructure for e-commerce.

15.   Explain about various business models for e-commerce.

16.   Explain about the applications of EDI in Business.

SECTION D

(Compulsory)   **(1 × 15 = 15)**

17.   Sara imp (p) Ltd is a book publisher. They have planned for e-commerce. They sell hard copies of books ordered and payed on line (or) cash on delivery. Suggest a suitable e-payment method (s) for this business.

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