

Code: 14E00307

MBA III Semester Regular Examinations January 2016

E – BUSINESS

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

- 1 Differentiate between e-markets Vs traditional market.
OR
- 2 What are the success factors of e-markets? Explain with suitable examples.
- 3 What is the need of e-business security? Brief various steps of securing different types of data in e-translation.
OR
- 4 Explain in brief: (a) Secure socket layer. (b) Fire walls.
- 5 Explain in brief: (a) Message oriented middleware. (b) Data-access middleware.
OR
- 6 Discuss password schemes and biometric systems for implementing client server network security.
- 7 Explain the technologies of E-business integration with suitable examples.
OR
- 8 Explain in brief:
(a) Business process re-engineering. (b) Application of service providers and hosting.
- 9 What are the different layers of TCP/IP protocol stack? Discuss their function.
OR
- 10 Explain web service oriented architecture.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 Case study:

Marti Baron operates a small business, The cannonball. That sells parts, repair kits, books and accessories to hobbyists who restore antique model trains and collectors have created websites on which they share photos and other information about model trains. Marti is interested in creating an affiliate marketing program that would allow those hobbyists to place links on their sites to the cannonball and be rewarded with commissions on rates that result from visitors following those links. Recommend at least one affiliate program broken that would be a good fit for Marti's business.
