

Code No. 9120

FACULTY OF MANAGEMENT
MBA IV – Semester Examination, May/June 2017

Subject: E – Business**Course No. 4.7.1 (Systems)**
Elective – VI (Minor – II Area)**Time: 3 Hours****Max. Marks: 80****Note: Answer all the questions.****PART – A (10x2 = 20 Marks)**
[Short Answer Type]**1 Write short notes on the following at one place only.**

- a) Define E – Business
- b) Extranets
- c) B2B
- d) E – Banking
- e) Internet service provider (ISP)
- f) Kiosk
- g) Smart cards
- h) Electronic advertising
- i) Network security
- j) Copyright and Patents

PART – B (5x12 = 60 Marks)
[Essay Answer Type]**Note: Answer all questions using internal choice.**

- 2 a) Explain different types / categories of E – commerce.
OR
b) What are the forces responsible for development of E – commerce?
- 3 a) What are the different forms of online payment methods for consumers and business? How might eBay's customer benefit from the different payment methods?
OR
b) Define the relationship between the Internet and the World Wide Web.
- 4 a) Explain in detail E – marketing business models.
OR
b) What is the importance of supply chain management in E – commerce? Explain the implementation process of supply chain management in any organization.
- 5 a) Explain with an example how an online recruitment services works.
OR
b) Explain with an example how an online banking system works.
- 6 a) Discuss various emerging trends in M – Commerce.
OR
b) Explain the different factors that influence M – commerce adoption.
