

FACULTY OF MANAGEMENT**M.B.A. III – Semester (CBCS) Examination, May / June 2018****Subject : E-Business****Paper – MB-302****Time : 3 hours****Max. Marks : 80****PART – A (5 x 4 = 20 Marks)**
(Short Answer Type)

- 1 C2C model
- 2 Web marketing
- 3 M-Commerce
- 4 5G system
- 5 Mobile Communication standards

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) What is meant by e-business? Explain its role in global economy.
OR
b) Explain the concept of Internet, Intranet and Extranet.
- 7 a) Write about legal issues in e-business.
OR
b) Discuss about communication process in e-marketing.
- 8 a) Give an overview on business models of M-commerce.
OR
b) Discuss the trends in mobile commerce applications.
- 9 a) Enumerate the role of mobile service providers in the growth of M-commerce.
OR
b) Briefly explain about 3G and 4G systems.
- 10 a) Write a note on privacy and security issues related to M-commerce.
OR
b) State the features of mobile payment systems.
