

FACULTY OF MANAGEMENT

M.B.A. IV-Semester Examination, April / May 2015

Subject: E-Business

Course No : 4.7.1

Time : 3 Hours

Max. Marks: 80

Part – A (10x2=20 Marks)

- 1 Write short notes on the following.
 - (a) Nature of e-commerce
 - (b) E-Commerce strategies
 - (c) Intranet software
 - (d) Tax issues in e. Commerce
 - (e) E-Auctions
 - (f) Integrated value chain
 - (g) Limitations of online travel services
 - (h) Random banners
 - (i) Mobile Commerce Applications
 - (j) Mobile network infrastructure

Part – B (5x12=60 Marks)

Answer **all** the questions.

- 2 (a) What are the pre-requisites for e. Commerce?
OR
(b) Explain the communications and collaborations involved in e. Commerce.
- 3 (a) "The internet is growing exponentially". Discuss.
OR
(b) What are the different categories of networks?
- 4 (a) Explain the advantages of online shopping.
OR
(b) What are the benefits of using the internet for supply chain management?
- 5 (a) What role could intelligent agents play in online travel?
OR
(b) List the benefits of electronic auctions to the buyers and to the sellers.
- 6 (a) Explain various mobile payment models.
OR
(b) Define mobile commerce. What are the benefits and limitations of mobile commerce?