

FACULTY OF MANAGEMENT
M.B.A. IV - Semester Examination, April / May 2014

Subject: E - Business
Course No. 4.7.1 (Systems)
Elective – VI: Minor – II Area

Time : 3 Hours

Max. Marks: 80

Part – A (10 x 2 = 20 Marks)

- 1 Write shorts notes on:
- (a) E-Business
 - (b) E-Commerce systems
 - (c) Intranet
 - (d) Ethical issues in e.commerce
 - (e) Types of internet advertisement
 - (f) Splash screen
 - (g) E-Learning
 - (h) On line hospitability services
 - (i) Mobile network infrastructure
 - (j) Multimedia content

Part – B (5 x 12 = 60 Marks)

Answer **all** the questions.

- 2 (a) What is the difference between traditional commerce and e. commerce?
OR
(b) Explain the advantages and disadvantages of e. commerce.
- 3 (a) List and explain the business uses of the internet.
OR
(b) What is world wide web? Explain functions of world wide web.
- 4 (a) Explain the advantages of online shopping.
OR
(b) What are the goals, functions, strategies of supply chain management?
- 5 (a) List the limitations of online travel services.
OR
(b) Compare real estate agents to stock market agents in e. commerce.
- 6 (a) Define mobile commerce. Explain the benefits of mobile commerce.
OR
(b) Explain various mobile payment models.

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