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Question Paper Code : J1133

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2018.

Fourth Semester

Technology Management

DBA 7016 — E-BUSINESS MANAGEMENT

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the myths associated with E-business?
2. Define the term “Web 2.0”.
3. What is IGMP?
4. Give the various meaning of server.
5. State the applications of consumer oriented E-business.
6. What do you mean by E-Governance?
7. How is digicash operated?
8. Define cryptography.
9. State the objectives of Consumer Protection Act.
10. What are the laws that broadly govern e-commerce in India?

PART B — (5 × 13 = 65 marks)

11. (a) Explain the different models of E-Business.

Or

- (b) What do you understand by Mobile Commerce? Describe about M-Commerce models.

12. (a) Explain the working mechanism of FTP.

Or

(b) Differentiate between intranet and extranet with examples

13. (a) Discuss the advantages and disadvantages of online advertisement in detail.

Or

(b) Define EDI. Explain the various components of EDI.

14. (a) Discuss the various protocols meant for making a purchase using scrip.

Or

(b) Explain the various types of internet attacks.

15. (a) Explain the legal issue and ethical issues related to E-Business.

Or

(b) Differentiate between Contract and Warranty.

PART C — (1 × 15 = 15 marks)

16. (a) Discuss how consumer's rights are protected legally.

Or

(b) Illustrate the role of cryptography in network security.

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Question Paper Code : BS2133

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2017.

Fourth Semester

Technology Management

DBA 7016 – E-BUSINESS MANAGEMENT

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is e-business?
2. Explain M-Commerce.
3. What is HTML?
4. Define extranet.
5. Explain EDI.
6. What is 'web auction'?
7. What is e-cheque?
8. Define cryptography.
9. What is cyber law?
10. State the needs for consumer protection.

PART B — (5 × 13 = 65 marks)

11. (a) Discuss the common Myths of e-business.

Or

- (b) Explain the benefits and limitations of e-business.

12. (a) Explain the latest development in network security protocols.

Or

- (b) Discuss the basics of web server hardware and software.

13. (a) How does EDI improve efficiency in online transactions?

Or

- (b) Explain the essential things that e-business websites should have?

14. (a) Explain in detail the security protocols available for online businesses.

Or

- (b) Describe the functions and features of electronic payment systems.

15. (a) How and to what extent encryption provides solution for security threat of online transactions?

Or

- (b) Explain the legal, ethical and privacy issues in e-commerce with suitable examples.

PART C — (1 × 15 = 15 marks)

Case Study

16. (a) Trace out the growth of e-Business in India over the recent years.

Or

- (b) XYZ's is known for its underwear clothing, but it also sells T-shirts, Sweat Shirts and Boxers. Unlike the underwear business in which the company sells product directly to large retailers such as wall-mart, the active wear division, which manufactures blank T-shirts, uses several dozen distributors. These sells their shirts to about 30,000 screen printers embroiders who decorate the shirts and sells them to public and for retailers who then market them to customers.

The market is very competitive and complex. The distributors sell other product as well and also T-shirts made by XYZ's competitors. Therefore the relationship between active wear and its distributors are critical. To boost these relationships. XYZ decided to develop and maintain an individual web customer site for each of their 40 key distributors on an extranet. Each site includes colour electronic catalogue, inventory level information, buyers credit a availability and ordering from both the shirts printers and retailers enter the distributors site to facilitated their own back office operation of inventory and billing. The distributors are allowed to advertise and sell other vendor product on the website. These ways XYZ commits itself to a supporting system that benefits all the channel members in a link that start with its own sites.

XYZ hopes to gain favour with distributors, many of whom do not have time or money to built there website. The system also includes models that automatically that suggest XYZ's substitute product for products not in stock. Even though building and maintenance 40 sites incur a cost, XYZ believes that the investment pays for itself XYZ's uses its experience to generate profit by setting up website for other companies.

- (i) State the significance of this case study.
- (ii) Is the E-commerce System bringing XYZ closer to its customer? Why and why not?

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Question Paper Code : S1133

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2016.

Fourth Semester

Technology Management

DBA 7016 — E-BUSINESS MANAGEMENT

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is e-business and how does it differ from e-commerce?
2. Write atleast two revenue models used by e-business firms to generate revenue.
3. How is TCP/IP protocol related to information transfer on the Internet?
4. What is Internet II?
5. How e-CRM has facilitated e-business organization to understand the requirements of consumers online?
6. Explain the role of virtual communities in e-business organizations.
7. Describe briefly the working of e-micro payment systems.
8. How virtual private networks provide network security for e-business firms?
9. List two ways how Internet can be used to collect information about individuals.
10. What are the legal issues related to Internet taxation?

PART B — (5 × 16 = 80 marks)

11. (a) Illustrate with example the common classification of e-business models by the nature of transactions or the relationships among participants. (16)

Or

- (b) (i) What is Web 2.0 and explain how it contributes to the growth and penetration of e-business in developing countries in future? (8)
- (ii) Describe the economic forces that create a challenging business environment for e-business organizations to survive and sustain. (8)
12. (a) Describe how Internet and World Wide Web features and services support e-business. (16)

Or

- (b) (i) Distinguish between intranet and extranet and explain how they contribute to e-business. (8)
- (ii) Describe the issues involved in choosing the most appropriate hardware for development of e-business website. (8)
13. (a) (i) Describe the characteristics of successful e-tailing firms. (8)
- (ii) Explain with examples the e-tailing business models. (8)

Or

- (b) (i) Explain auctions as e-business market mechanisms. (8)
- (ii) Demonstrate how dynamic pricing is achieved in e-auctions and explain the types of e-auctions used in e-business. (8)
14. (a) (i) What are the various forms of electronic cards used for payment purposes in e-business firms? (8)
- (ii) Describe how credit cards are processed online for payment and how the fraudulent credit card transactions are checked. (8)

Or

- (b) (i) Why there is a continuing need for e-business security? (8)
- (ii) Explain the technologies used for securing e-business communications across the network. (8)
15. (a) (i) Identify the fraudulent activities on the Internet. (8)
- (ii) Explain how consumers are protected against the Internet fraud. (8)

Or

- (b) (i) Describe the legal issues related to e-business and Internet. (8)
- (ii) Describe the conflict between free speech and right to present offensive material on the Internet. (8)

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Question Paper Code : 80133

M.B.A. DEGREE EXAMINATION, AUGUST 2015.

Fourth Semester

Technology Management

DBA 7016 — E-BUSINESS MANAGEMENT

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. How is e-business different from e-commerce?
2. What is web 2.0?
3. Distinguish between internet and world wide web.
4. Distinguish between intranet and extranet.
5. What is e-tailing?
6. Give two examples for virtual communities.
7. Give two examples for e-payment gateways used.
8. What is the use of captcha in security over the net?
9. How is encryption useful to an e-business?
10. How are warranties for e-businesses different from brick and mortar businesses?

PART B — (5 × 16 = 80 marks)

11. (a) What are the advantages of an e-business over conventional business? Explain any five myths surrounding an e-business.

Or

- (b) Explain how e-businesses are designed, developed and managed. What are the requirements to run a successful e-business?

12. (a) Explain the various infrastructure requirements to run an e-business.

Or

- (b) How has the world wide web enabled an e-business? Explain how information publishing technology has helped in running an e-business. How do data centers promoted by companies like yahoo assist growth of e-businesses?

13. (a) Explain the strategies used by firms for marketing on the web.

Or

- (b) Write short notes on the following :

- (i) e-governance
- (ii) Delivery management system
- (iii) Web auctions
- (iv) Web portals

14. (a) Describe the characteristics of E-payment systems. Why are they needed?

Or

- (b) What are the general steps taken by firms to ensure internet security in their payment gateways to ensure trouble free operations?

15. (a) List out five legal, ethics and privacy issues each that are associated with an e-business.

Or

- (b) Write short notes on the following with reference to an e-business.

- (i) consumer protection
 - (ii) cyber laws
 - (iii) contracts
 - (iv) warrenties.
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