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May, 2019
MBA - IV SEMESTER
INTRODUCTION TO E-BUSINESS(MBA/EC-209)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*

2. *Answer any four questions from Part-B in detail.*

3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART–A

1.   (a) Write the applications of Mobile Computing.   (1.5)

    (b) What are the risk associated with E payment system.   (1.5)

    (c) What is web catalogue?   (1.5)

    (d) What are the legal and ethical issues in E-Commerce?   (1.5)

    (e) Explain B2G and G2G with example.   (1.5)

    (f) Write different ways of Email Marketing.   (1.5)

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(g) Differentiate between white hat and black hat hackers. (1.5)

(h) Explain the term E-business. Write example. (1.5)

(i) Explain different types of cyber crimes. (1.5)

(j) What is digital signature? (1.5)

PART-B

2. (a) What is Mobile computing? Write its framework and its applications in detail. (10)

(b) Explain the stretegies of making money on internet. (5)

3. (a) What are the switching methods available in wireless technology for mobile computing? (5)

(b) Explain in Detail the payment technologies of E-commerce. What are the security issues and what are the legal remedies available to users of electronic payment system in India? (10)

4. What is E-business ? Write its framework and applications. What are the ways to provide the security to data, massage and document used in E business? (15)

5. (a) Explain different ways of advertisement and marketing on internet. (5)

(b) What is data warehouse? Differentiate between OLTP and OLAP. (10)

6. (a) Explain the concept of web portal and vortals with the examples. (5)

(b) Explain the term EDI. Also explain its layered architecture in detail. Write its software implementation and also explain internet based EDI. (10)

7. Write short notes on :

(a) Electronic customer support services.

(b) Firewall.

(c) Credit card payment system. (15)

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