VI Semester B.B.M. Examination, May 2016
(Semester Scheme)
(2014-15 & Onwards) (F+R)
BUSINESS MANAGEMENT
Paper – 6.2 : E-Business

Time : 3 Hours   Max. Marks : 100

Instruction : Answers should be written in **English.**

SECTION – A

I. Answer **any eight** sub-questions. **Each** sub-question carries **two** marks. **(8×2 =16)**

1) a) Define E-Business.

    b) What is B2B Model ?

    c) What is Internet ?

    d) What is URL ?

    e) What is Encryption ?

    f) What is a Credit Card ?

    g) What is Data Mining ?

    h) What is Data Warehouse ?

    i) Define Image Tag.

    j) What is Cyber Crime ?

SECTION – B

II. Answer **any three** questions. **Each** question carries **eight** marks.   **(3×8 = 24)**

2) What are Virtual Communities ? Discuss the importance of Virtual Communities.

3) What are Hardware and Software requirements of E-Commerce Activities ? Explain.

4) What are Firewalls ? Explain different types of Firewall.

5) What is E-Payment System ? Explain the advantages and disadvantages of E-Payment system.

SECTION – C

III. Answer Question No.**10** and **any three** of the remaining questions. **Each** question carries **fifteen** marks. **(4×15 = 60)**

6) What is the role of Internet in E-Business ? What are the uses, merits and demerits of Internet in Business ? Explain elaborately.

7) Discuss Elaborately : Permission Marketing, Affiliate Marketing and Viral Marketing.

8) What are the merits and demerits of E-Business in the Present Context ? Present the Historical Perspective of E-Business.

9) Explain the ways and means of protecting the Data and Systems of Client in an E-Business Environment.

10) Explain in detail the B2B and B2C E-Business.

SA – 822

VI Semester B.B.M. Examination, April/May 2015
(Semester Scheme) (Fresh) (2014-15 & Onwards)
Business Management
Paper – 6.2 : E – BUSINESS

Time : 3 Hours   Max. Marks : 100

Instruction : *Answer should be written in **English** only.*

SECTION – A

1. Answer **any eight** sub questions. **Each** sub-question carries **two** marks.   (8×2 =16)

   a) Name any four examples of B2B.

   b) Write the meaning of Web auction.

   c) Give any two popular web browser.

   d) What is Web hosting ?

   e) Expand UDP, XML.

   f) Differentiate private network from public network.

   g) What is e-cash ?

   h) What is EDI ?

   i) Define Data warehousing.

   j) What is SQL ?

SECTION – B

Answer **any three** sub-questions. **Each** question carries **eight** marks.   (3×8 = 24)

2. Briefly explain the differences between E-commerce and E-business.

3. Explain briefly the basic components of E-commerce.

4. What are the different types of E-commerce channels.

5. Briefly explain the importance of CRM.

P.T.O.

SECTION – C

Question No.**10** is **compulsory**. Answer **any three** of the remaining. **Each** question carries **15** marks. **(4×15 = 60)**

6. Explain the benefits and limitations of E-Commerce to the business.

7. Discuss the hardware and software requirements of E-Commerce infrastructure.

8. Explain different security measures to E-Commerce.

9. Explain payment systems in E-Commerce.

10. Discuss the various types of Cyber crimes.

———————