

VI Semester B.B.A. Examination, May/June 2018
(2016 – 17 and Onwards) (F+R)
(CBCS)

Business Administration
Paper – 6.2 : E-BUSINESS

Max. Marks : 70

Time : 3 Hours

Instruction : Answers should be written in English only.

SECTION – A

Answer any 5 sub-questions. Each sub-question carries 2 marks. (5×2=10)

1. a) What is e-commerce ?
- b) Name any four examples of B2B.
- c) What is Firewall ?
- d) What are digital wallets ?
- e) What is B2B marketing ?
- f) What is a cyber crime ?
- g) What is a web browser ?

SECTION – B

Answer any 3 questions. Each question carries 6 marks. (3×6=18)

2. What are the advantages and disadvantages of e-business to buyers ?
3. Discuss uses of SSL protocol.
4. What are the advantages of viral marketing ?
5. What are the objectives of IT Act, 2000 ?
6. Briefly explain the salient features of E-commerce.

P.T.O.

SM – 533



SECTION – C

Answer any 3 questions. Each question carries 14 marks.

(3×14=42)

7. Explain the major types of e-commerce model.
8. What is E-payment system ? Explain the advantages and disadvantages of E-payment.
9. Discuss in detail the various tools that can be implemented to protect the web server.
10. Explain the penalties and adjudication under IT Act, 2000.
11. Discuss in detail the importance of CRM in 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.

SA - 822



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.
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MS – 508

**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.

P.T.O.



- 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.



US – 539

**VI Semester B.B.A. Examination, May 2017
(CBCS) (Fresh)
(2016 – 17 & Onwards)
BUSINESS ADMINISTRATION
Paper – 6.2 : E-Business**

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in English only.

SECTION – A

Answer any 5 sub-questions. Each sub-question carries 2 marks.

(5×2=10)

1. a) Define e-business.
- b) What is web auction ?
- c) What do you mean by data encryption ?
- d) Expand HTTP.
- e) Give the meaning of debit card.
- f) What is internet marketing ?
- g) What do you mean by brand strategy ?

SECTION – B

Answer any 3 questions. Each question carries 6 marks.

(3×6=18)

2. Briefly explain the salient features of E-commerce.
3. What are security tools ? What purpose these are used ?
4. List out the risks involved in e-payment system.
5. What is customer relationship management ? List its salient features.
6. Explain the penalties and adjudication under IT Act 2000.

P.T.O.

SECTION - C

(3x14=42)

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