

C-4060

Sub. Code

31042C

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

E-BUSINESS

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write short notes on the concept of E-Business.
2. Explain in brief about the role of technology in E Business.
3. Write short notes B2C business.
4. What is meant by Business model?
5. What are the E-Commerce site tools?
6. How the to choose the server software?
7. What are the types of payment system?
8. Write short notes on e-commerce transactions.
9. Write short notes on consumer online behaviour.
10. What is meant by KYC?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Write short notes on comparative analysis of business models?

Or

- (b) Discuss about online marketing Research.

12. (a) Explain the frontiers of E-commerce.

Or

- (b) Write notes on procedure and needs in building e-commerce websites with a flowchart.

13. (a) Critically comment on c-transaction payment system.

Or

- (b) Discuss about the history of E-commerce.

14. (a) Explain the role of Internet in E-commerce with contemporary examples.

Or

- (b) Discuss about the issues related to payment security.

15. (a) Explain the benefits of MNCs with the emergence of E-commerce.

Or

- (b) Comment on Marketing strategies of E-commerce business models.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Elucidate the relevance of E-commerce business model in the Contemporary Environment.

Or

- (b) Discuss the consumer behavior with the emergence of E-commerce.

17. (a) Explain the concept of Social media marketing. How it is different from the Traditional marketing?

Or

- (b) Explain the types of E-commerce with suitable examples.

18. (a) Explain the E-business model. Comment in your words how technology has influenced the commercial activities in rural areas.

Or

- (b) Explain the Online customer behavior with the emergence of E-commerce.
