

**C-6462**

**Sub. Code**

**31042C**

**M.B.A. DEGREE EXAMINATION, APRIL 2022**

**Fourth Semester**

**Industry Integrated**

**E BUSINESS**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer all questions.

1. Define e-commerce.
2. What is e-commerce infrastructure?
3. State the e-commerce business model.
4. What are the four model of e-commerce?
5. Which website builder is best for e-commerce?
6. What is the most popular server software?
7. Distinguish between debit card and credit e-commerce transaction.
8. What is payment system in B<sub>2</sub>C arena?
9. Describe the 'internet audience'.
10. What is B<sub>2</sub>B e-commerce marketing?

Answer all questions.

11. (a) Briefly discuss about History of e-business.

Or

- (b) What are the needs of e-commerce?

12. (a) Briefly write about which business model is best e-commerce.

Or

- (b) Briefly write your own thinking aspect of web change business in use of internet today.

13. (a) What are the benefits of server software?

Or

- (b) What are the features of e-commerce website?

14. (a) Briefly write a note about e-payment system on e-commerce in India.

Or

- (b) Distinguish between credit and debit card in e-commerce payment.

15. (a) Distinguish between traditional market and online market research.

Or

- (b) What are the needs of online market research?

Answer all questions.

16. (a) Explain are the types of e-commerce.

Or

- (b) What are the advantages and disadvantages of e-commerce?

17. (a) Explain the six most-successful business model of e-commerce.

Or

- (b) What are the difference between traditional commerce and e-commerce?

18. (a) What are the different types of e-commerce payment system?

Or

- (b) What are the advantages and disadvantages of credit card e-commerce transaction?

Answer all questions.

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