

S.No. 8959

P 16 MBA 3 ES 1

(For candidates admitted from 2016–2021 Batch)

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Business Administration – Elective

E-BUSINESS

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. What is B2C?
2. Brief about Electronic Markets.
3. What do you meant by Cyber economy?
4. Write a short note on: Virtual Organization.
5. State the uses of Digital library.
6. Why EDI implementation is needed?
7. How to build electronic markets?

8. Specify Internet marketing services.
9. State the importance of Digital cash.
10. What do you mean by multi-sensory communications?

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b)

11. (a) Elaborate the categories of Electronic Business.

Or

- (b) Discuss about the emerging cyber economy.

12. (a) Enumerate Intra business applications.

Or

- (b) What are the modes of information transmission? Discuss.

13. (a) How to create electronic mode of market place to provide platform for buyers and sellers?

Or

- (b) Elucidate the case studies of products and services.

14. (a) Explain the challenges and opportunities of E-Commerce.

Or

- (b) Elucidate the significance of Digital transactions.

15. (a) Discuss about cyber communities.

Or

- (b) Explain the E-governance issues.

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Analyze the consequences of Internet marketing.
17. Explain the online sales force automation.
18. Give a detailed account on E-Intermediaries.
19. Explain the implications of EDI.
20. Discuss the regulatory issues of E-governance.