

M.B.A. (CBCS Pattern) Semester-III
SP02 / PCB3ED2 - e-Business

P. Pages : 1

Time : Three Hours



GUG/W/24/10710

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

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| 1. | What is E-commerce? Discuss about the unique features of E-commerce Technology. | 14 |
| 2. | Discuss about the growth of the Internet and E-commerce. | 14 |
| 3. | What is Internet Protocol (IP)? Explain the use of Intranet and extranet in E-business Technologies. | 14 |
| 4. | Explain system Development Life Cycle in brief. | 14 |
| 5. | Discuss about eight key elements of a E-business model. | 14 |
| 6. | Explain how the Internet and the web change business strategy structure and process in detail. | 14 |
| 7. | Discuss about the basics of Enterprise Resource Planning and its implementation for E-business. | 14 |
| 8. | Elaborate the term “evolution of e-supply chain – A Roadmap for Managers”. | 14 |
| 9. | What is E-procurement? Discuss its administrative applications for back office automation for E-business. | 14 |
| 10. | Write short notes on any two . | 14 |
| | a) E-Service Trends | |
| | b) E-Business Design | |
| | c) Ethical, social and political issues in E-commerce | |
| | d) Intellectual Property Rights | |
