

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

P. Pages : 1

Time : Three Hours



GUG/S/23/10710

Max. Marks : 70

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

- | | | |
|-----|---|----|
| 1. | Define E-commerce. Explain unique features of E-commerce. | 14 |
| 2. | Discuss the growth of internet and the web. | 14 |
| 3. | Explain the term internet protocol (IP) in detail. | 14 |
| 4. | What do you mean by intranets and extranets. | 14 |
| 5. | Discuss eight key elements of a business models. | 14 |
| 6. | How the internet and the web change business. Discuss. | 14 |
| 7. | What is ERP? Discuss ERP implementation. | 14 |
| 8. | Explain the term E-procurement in detail. | 14 |
| 9. | Discuss internet – enabled supply chain management. | 14 |
| 10. | Write short notes on any two . | 14 |
| | a) Firm value webs | |
| | b) Campus Area Networks (ANs) | |
| | c) Spider webs | |
| | d) Internet service providers | |
