

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

P. Pages : 1

Time : Three Hours



GUG/S/25/10710

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 do you mean by e-commerce. Discuss the unique features of e-commerce. | 14 |
| 2. | Discuss the origin and Growth of e-commerce. | 14 |
| 3. | Explain Internet with key terminology. | 14 |
| 4. | Describe the difference between Intranets and Extranets in details. | 14 |
| 5. | Explain the eight key element of business model. | 14 |
| 6. | Explain “How the Internet and web chang business”. | 14 |
| 7. | Discuss ethical, social and political issues in e-comment. | 14 |
| 8. | What is ERP? Explain ERP implementation and Architecture. | 14 |
| 9. | What is Intellectual Property Right’s (IPR’s) Discuss the types of IPR’s. | 14 |
| 10. | Write short note any two . | 14 |
| | a) Ethical concept. | |
| | b) B2B Business model. | |
| | c) Supply chain management. | |
| | d) Business method. | |
