

M.B.A. CBCS Pattern Semester-III
SP-02 - PCB3ED2 - e-Business

P. Pages : 1

Time : Three Hours



GUG/S/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. | Define E-commerce and discuss about the unique features of E-commerce technology. | 14 |
| 2. | What is social networking? State its role in E-commerce. | 14 |
| 3. | Explain E- Business technologies with its scope & limitations. | 14 |
| 4. | Describe system development life cycle and how it is helpful to identifying and achieving business objectives. | 14 |
| 5. | Explain E- Business models and its impact on growth of Industry. | 14 |
| 6. | Discuss how the internet and the web change the business structure and process. | 14 |
| 7. | Explain basics of enterprise resource planning and supply chain management. | 14 |
| 8. | Discuss about the evaluation of e- procurement models and e-procurement processes. | 14 |
| 9. | Discuss about ethical, social and political issues in E- Business. | 14 |
| 10. | Write short notes on any two . | 14 |
| | a) ERP Architecture. | |
| | b) E- Business Trends. | |
| | c) E- Business Designs. | |
| | d) Intellectual property rights. | |
