

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.

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.
