

**Code: 14E00307**

MBA III Semester Regular & Supplementary Examinations November/December 2017

**E – BUSINESS**

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

**PART – A**

(Answer the following: (05 X 10 = 50 Marks))

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- 1 Bring out the differences between a traditional market and e-markets.

**OR**

- 2 Discuss e-procurement process. What are its advantages over traditional purchasing?

- 3 What are the reliability and quality considerations for an e-business?

**OR**

- 4 Explain possible security breaches in the e-business model. What precautions will you suggest for each possible type of breach?

- 5 Describe the role of middleware in e-business in detail.

**OR**

- 6 Distinguish between legacy system and e-business systems.

- 7 Elaborate upon the salient points you will note to integrate enterprise applications and the e-business solution.

**OR**

- 8 Discuss various challenges that come in the way of integrating enterprise applications and the e-business solution.

- 9 Explain the concept of service oriented architecture with appropriate illustrations.

**OR**

- 10 List out and explain a few applicable IT laws that affect an e-business implementation.

**PART – B**

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**

You have been asked to set up an e-business shop on flipkart to sell mobile phones. Explain the hardware and software tools you will use. Also explain the various legal implications of your venture.

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