

**Code: 17E00402**

MBA IV Semester Regular & Supplementary Examinations September 2020

**E-BUSINESS**

(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

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

- 1 (a) Enumerate the factors that lead to the success of E-business in India.  
(b) Give any two differences between E-Trade and traditional trade.

**OR**

- 2 (a) Discuss the common Myths of e-business.  
(b) What precautions required to take before commencing e-business?

- 3 (a) Explain the various types of internet attacks on E-business.  
(b) Explain the latest development in network security protocols.

**OR**

- 4 (a) Illustrate the role of cryptography in network security  
(b) Distinguish between SSL and SET protocol.

- 5 (a) What are the important features of SSL?  
(b) What is the role of banking ombudsman in solving problem of funds transfer?

**OR**

- 6 (a) 'Mobile banking is replacing Smart-cards'. Discuss.  
(b) What are the problems of e-wallets?

- 7 (a) Describe the functions of electronic payment systems.  
(b) Explain:  
(i) G-pay. (ii) UPI-BHIM pay. (iii) Pay-tm.

**OR**

- 8 Discuss in brief virtual auction. Explain the differences between virtual auction and reverse auction.

- 9 Discuss in detail about the advantages and disadvantages of online advertisement.

**OR**

- 10 (a) How e-tailing is undertaken in E-business?  
(b) Explain how CRM can be done through E-business.

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**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

MixedMade is the combined efforts of Casey and Morgen, who found that the most interesting things come from mixing the unexpected. They set out to make the most versatile and delightful hot sauce using just two ingredients: honey and chili peppers. They've quickly grown their small batch honey business into an extremely successful online store that has expanded into retail locations. Their first efforts included and posting to Facebook pages (*asking for feedback is much easier than asking for sales*) which led to our first \$1,000 in sales. Knowing that press begets press, they made a list of potential press targets and our possible connections to these targets, and then Casey aggressively pursued any and every lead. In addition, a significant portion of our resources supporting and growing our wholesale accounts (mostly small retail stores) as those accounts have proven to be valuable and often send customers back to our e-commerce store, and vice versa.

Discuss the role of e-business strategy used by Casey and Morgen in selling hot sauce.

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**SECTION – A**

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

- 1 Discuss the common myths, benefits and limitations of E-Business.  
**OR**
- 2 Define E-Business and differentiate between E-Business and E-Commerce.
- 3 Explain the latest developments in network security protocols.  
**OR**
- 4 Define firewall and state the functions of firewall in E-Commerce.
- 5 What type of electronic payment systems are required in E-Commerce? Explain the characteristics of each type of payment systems with example.  
**OR**
- 6 What is smart card? Explain the step by step procedure of payment by smart card.
- 7 Describe the strategy used by the designers of websites for getting a page added in search engines and getting it ranked.  
**OR**
- 8 Explain various internet based business models in detail.
- 9 Define E-Marketing. Describe about E-Marketing planning, tactics and strategies.  
**OR**
- 10 What is ISP? Explain the role of ISP in E-Business.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Eric Keil, Director of e-business, Panasonic “To achieve economies of scale in terms of development time and software costs, we needed a single web application server. Maintaining separate Microsoft and IBM platforms would not be a cost-effective strategy”. More than 70 percent of Parcel house’s business a generated from European customers across 13 countries. As an internationally growing business Parcel house focuses on increasing market confidence for its reliable 24 × 7 logistics information management. From DVD players and High-Definition televisions to air-conditioning compressors and custom lithion ion batteries, the Panasonic name can be found on hundreds of thousands of consumer, business and industrial products. Panasonic’s diverse product range is a sing of success for the 6,500 employee U.S. Based in Secaucus, New Jersey, Panasonic previously supported its 20,000 dealers with B2B e-commerce Web sites built n IBM web sphere application server.

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Three sites, one for each business sector, were integrated with Panasonic's SAP systems and other legacy applications, enabling dealers to log on to the web and easily determine the status of their order or the availability of a product. Every online status check saved. At the same time, the company created B2C online stores for its employees, and for employees of large companies that are valued partners of Panasonic. These sites, developed with Microsoft commerce server and IIS, were not integrated with Panasonic's backend systems. Consequently, the company's call centers were overwhelmed with B2C order-status inquiries. "We couldn't integrate our Microsoft sites with our backend because Microsoft commerce server wouldn't talk to our corporate-standard databases and integration solutions", says Eric Keil, director of e-business at Panasonic. "Also, we wanted fully automated e-commerce functionality for all our sites, which dictated enhancements across the board. To achieve economies of scale in terms of development time and software costs, we needed a single web application server maintaining separate Microsoft and IBM platforms would not be a cost-effective strategy.

**Questions:**

- (a) What are the objectives that Panasonic company wants to achieve by energizing E-commerce with the help of IBM?
- (b) How the sales of the Panasonic products could be enhanced through the E-Commerce strategy?
- (c) How to maintain the worldwide marketing customers with the services?

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Code: 17E00402

MBA IV Semester Regular Examinations May 2019

**E – BUSINESS**

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

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

1 What is E-Business? Explain the difference between conventional business and E-Business.

**OR**

2 Define E-Commerce. Explain different types of E-Commerce models.

3 What is Fire wall? How does fire wall help in providing extended network security? Discuss.

**OR**

4 Define public key infrastructure. Discuss its role in E-Business for security.

5 What are common electronic payment methods? Discuss.

**OR**

6 Describe the functions and features of E-payment system.

7 Elaborate, how the risk involved in online payment may be reduced by internet governance.

**OR**

8 Suggest strategies for existing business to migrate to online business.

9 Discuss the technology and infrastructure required for E-Business.

**OR**

10 What is E-Marketing? Discuss about various strategies used for E-Marketing.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case study:**

You are planning to start e-commerce following the B2C model that sells equipment and uniforms for women's sports and provides auctions for women's sports memorabilia. Based on research and personal experience, you believe your e-business idea targets three age groups: young adults who are 19-30 years old; teenagers, 13-18 years old; and children, 10-12 years old. You want your business to offer payment methods that are appropriate for sales to each of these age groups and to auction participants.

**Questions:**

- (a) Create an outline dealing the different electronic payment systems you plan to offer.
- (b) Discuss the reasons for selecting each payment system.

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