

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, January 2019

Subject: E-Business

Paper Code – MB – 302

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)

[Short Answer Type]

Note: Answer all the questions.

- 1 Intranet
- 2 Online Crime
- 3 Tax issues in E-Business
- 4 4G System
- 5 M-Banking

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

Note: Answer all the questions by using internal choice in not exceeding four pages each.

- 6 a) Discuss briefly about the E-Business models.
OR
b) Explain the online payment mechanism.
- 7 a) Discuss legal and ethical issues relating to E-Business.
OR
b) What is e-marketing? Discuss the web marketing strategies.
- 8 a) What is m-commerce? State its benefits and limitations and applications.
OR
b) Compare between E-commerce and M-commerce.
- 9 a) Discuss about the wireless and mobile communication system.
OR
b) Explain the mobile communication standards.
- 10 a) Discuss the process of mobile ticketing, and state its advantages.
OR
b) What do you mean by Mobile Computing? Discuss its applications.
