



MS – 508

VI Semester B.B.M. Examination, May 2016

(Semester Scheme)

(2014-15 & Onwards) (F+R)

**BUSINESS MANAGEMENT**

**Paper – 6.2 : E-Business**

Time : 3 Hours

Max. Marks : 100

**Instruction :** Answers should be written in **English**.

**SECTION – A**

I. Answer **any eight** sub-questions. **Each** sub-question carries **two** marks. **(8×2=16)**

1) a) Define E-Business.

b) What is B2B Model ?

c) What is Internet ?

d) What is URL ?

e) What is Encryption ?

f) What is a Credit Card ?

g) What is Data Mining ?

h) What is Data Warehouse ?

i) Define Image Tag.

j) What is Cyber Crime ?

**SECTION – B**

II. Answer **any three** questions. **Each** question carries **eight** marks. **(3×8 = 24)**

2) What are Virtual Communities ? Discuss the importance of Virtual Communities.

3) What are Hardware and Software requirements of E-Commerce Activities ? Explain.

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- 4) What are Firewalls ? Explain different types of Firewall.
- 5) What is E-Payment System ? Explain the advantages and disadvantages of E-Payment system.

## SECTION – C

III. Answer Question No.10 and **any three** of the remaining questions. **Each** question carries **fifteen** marks. **(4×15 = 60)**

- 6) What is the role of Internet in E-Business ? What are the uses, merits and demerits of Internet in Business ? Explain elaborately.
- 7) Discuss Elaborately : Permission Marketing, Affiliate Marketing and Viral Marketing.
- 8) What are the merits and demerits of E-Business in the Present Context ? Present the Historical Perspective of E-Business.
- 9) Explain the ways and means of protecting the Data and Systems of Client in an E-Business Environment.
- 10) Explain in detail the B2B and B2C E-Business.