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Register Number
Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015

(HUMAN RESOURCE MANAGEMENT)

(SECOND YEAR)

270: E- BUSINESS

**(Common with M.B.A Marketing Management and
M.B.A Financial Management)**

Time: Three hours

Maximum: 100 marks

SECTION-A

(5×5=25)

Answer any FIVE questions

1. List out the objectives of E-commerce.
2. Mention common issues related to E-Commerce.
3. Mention the skills required by the E-Marketer.
4. How will you insist on consumer trust and confidence?
5. How to do Internet Governance?
6. Discuss about the technological aspects of E-Commerce.
7. Explain E- Commerce strategies for development.
8. Explain the features of WWW.

SECTION-B

(3×15=45)

Answer any THREE questions

9. Discuss the important features required of a B2B platform for E-Commerce.
10. What are the key technologies used for E-Commerce? Explain architectural and business models of E-commerce.
11. Explain Taxation and Encryption Policies in details.
12. What do you mean by Electronic Funds Transfer? What are the security issues involved in this?
13. What are the major advantages and disadvantages of internet-based advertising and Marketing Research?

SECTION-C

(1×15=15)

Answer any ONE question

14. Analyze the framework of E-Commerce.
15. Explain legal issues for the following services:
 - a) On line marketing
 - b) On line retailing ordering of product and services
 - c) EDI

16. Explain the benefits of an internet firewall.

SECTION-D

(1×15=15)

[Compulsory)

17. Can you describe why Google is so important to running an on line business Google? Can you make specific detailed recommendations that show that your client should do to gain maximum benefits from Google.
