

Code No. 4511

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, January 2018

Subject : E-Business

Paper – MB-302

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 C2G model
- 2 E-mail marketing
- 3 Online Crime
- 4 3G system
- 5 M-payment

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) What are the uses of e-cash and e-wallets?
OR
b) State the merits and demerits of e-business.
- 7 a) Write about protection of intellectual property rights in online business.
OR
b) Discuss about web marketing strategies.
- 8 a) Write about differences between e-commerce and M-commerce.
OR
b) Briefly explain about types of M-commerce services.
- 9 a) What is meant by wireless communication? Explain its importance.
OR
b) Examine the use of mobile devices in spreading mobile commerce technology.
- 10 a) Explain about m-banking application.
OR
b) Give an overview on mobile value added services.
