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Printed Pages : 3   **MBA - 218**

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7069 Roll No.   ~

M. B. A.

(SEM. II) EXAMINATION, 2006-07

E-BUSINESS

Time : 3 Hours]   *[Total Marks : **100***

Note :   (1)   Attempt **all** *questions.*
                (2)   *All questions carry **equal** marks.*

1   Attempt any **four** from the following :   **5x4=20**

   (a)   What are the forces responsible for development
          of E-commerce?

   (b)   What are the various types of smart and credit
          cards?

   (c)   What do you understand by E-business? Discuss
          its role in todays business scenario.

   (d)   What are the various electronic tokens that are
          used in electronic payment system?

   (e)   Most businesses should engage in electronic
          commerce on the internet. Do you agree or
          disagree with the statement? Justify the answer.

   (f)   What are some of the factors that may impact
          a customer's buying decisions?

V-7069]   **1**   **[Contd...**

2   Attempt any **four** from the following :   **5x4=20**

(a)   Describe the role of intermediaries in business-to-business electronic commerce.

(b)   What do you mean by mobile commerce? List and explain the infrastructure needed for mobile commerce.

(c)   Identify the nature of business which may take maximum advantage of mobile commerce.

(d)   What is a firewall? How does firewall help in providing extended network security?

(e)   What are the limitations and major hurdles in implementing E-commerce?

(f)   What are the various security aspects related to the firewall system in an organization?

3   Attempt any **two** from the following :   **10x2=20**

(a)   Describe various online mercantile models used from customer perspective point of view.

(b)   Explain salient features of home banking. Also, discuss the management issues in connection with online banking.

(c)   Discuss some of the financial EDI based systems used for the transfer of funds between businesses.

Attempt any **two** from the following : **10x2=20**

(a) What is the importance of supply chain management in E-Commerce? Explain the implementation process of supply chain management in any organization.

(b) State the differences between internet and on-line services. Also describe EDI as a re-engineering tool.

(c) What is Electronic Data Interchange (EDI)? How has EDI influenced traditional business transactions? - Explain.

Write short notes on any **two** of the following : **10x2=20**

(a) Virtual enterprises

(b) Mobile computing

(c) EDI technology

(d) Emerging trends in E-business.

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