

(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 today's 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?

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- 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.

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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 **10x2=20**
following :

- (a) Virtual enterprises
 - (b) Mobile computing
 - (c) EDI technology
 - (d) Emerging trends in E-business.
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