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.

P.T.O.

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.

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