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M.B.A. DEGREE EXAMINATION, 2012

(E-BUSINESS)

(FIRST YEAR)

(PAPER - V)

150. E-COMMERCE

December] [Time : 3 Hours

Maximum : 75 Marks

SECTION – A (5 × 3 = 15)

Answer any FIVE questions.

ALL questions carry EQUAL marks.

1. What is the need for internet business?

2. How to choose the right ISP?

3. Specify the usage of Portals for E-Commerce.

4. How to moderate on-line meetings?

Turn Over

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5. Write a brief note on the scope of future searching.
6. What do you mean by pervasive computing?
7. What is open hardware?
8. Mention few free softwares.

SECTION – B (3 × 15 = 45)

Answer any THREE questions.

ALL questions carry EQUAL marks.

9. Illustrate the advantages of BPR.
10. Explain the various procedure for building E-Business application.
11. Discuss the need of web technologies in E-Commerce.
12. Describe the steps for moving company from products to services.
13. Explain the methodologies of device to device communication.

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SECTION – C (1 × 15 = 15)

(Compulsory)

14. Enumerate Intelligent Network agents.