



MS – 508

**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.

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- 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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