6. How to compare the web technology ?

7. Specify some free softwares.

8. Write a brief note on pervasive computing.

SECTION - B   (3 ×15= 45)

Answer any THREE questions.
All questions carry equal marks.

9. Discuss in brief :

   (a) Categories of E-commerce.   (7)

   (b) BPR.   (8)

10. How to build an E-business application ?

11. Describe the possible technologies of internet marketing.

12. Explain search engines and portals with examples.

13. Write in detail about open source projects.

SECTION - C   (1 ×15= 15)

(Compulsory)

14. Illustrate the methodologies of information exchange system.

Register Number :

Name of the Candidate :

6 2 8 2

M.B.A. (E-Business)
DEGREE EXAMINATION, 2010

(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 internet business ?

2. Write a note on enterprise middleware.

3. State the use of banner and campaigning.

4. Explain one to one marketing.

5. Mention the scope of future searching.

Turn Over