Register Number :

Name of the Candidate :

2 3 6 3

M.B.A. (E-Business)
DEGREE EXAMINATION, 2011

(SECOND YEAR)

(PAPER - XII)

230. E-COMMERCE APPLICATIONS
AND SECURITIES

May]　　　　　　　　　　　　　　[Time : 3 Hours

Maximum : 75 Marks

SECTION - A　　　(5 × 3 = 15)

Answer any FIVE questions.

All questions carry equal marks.

1.　What are the internet services ? Explain.

2.　Explain the properties of digital cash.

3.　What do you mean by open model ?　Give example.

4.　What are the factors influence on-line advertising ?

5. Explain the characteristics of supply chain management.

6. Define Agile manufacturing.

7. What is hypertext document ?

8. Explain the use of firewall.

SECTION - B   (3×15 = 45)

Answer any THREE questions.
All questions carry equal marks.

9. Explain the generic framework for E-commerce.

10. Describe the management issues and challenges in on-line banking.

11. Discuss E-commerce versus Customer Asset Management.

12. Explain the challenging issues in E-commerce based treasury and cash management.

13. What are the risk management activities ? Explain.

SECTION - C   (1×15 = 15)

(Compulsory)

14. Explain the activities in developing Manufacturing Information System.