

Total No. of Pages : 2

Register Number :

6756

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(E – BUSINESS)

(FIRST YEAR)

150 — E-COMMERCE

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions **(5 × 3 = 15)**
All questions carry equal marks.

1. Mention the categories of E-commerce.
2. Specify the advantages of on-line business.
3. How to avoid legal issues?
4. Enumerate the internet marketing technologies.
5. What is one to one marketing?
6. List out the future of searching.
7. How to moderate on-line meeting?
8. Indicate the steps to make a company from products to services.

SECTION B

Answer any THREE questions. **(3 × 15 = 45)**
All questions carry equal marks.

9. Write down in detail about business process re-engineering.
10. Build the E-business application and explain.
11. Discuss in detail about on-line measurement and choosing the right ISP.

12. Describe about operational resource management.
13. Explain in detail about internet based training.

SECTION C

Compulsory

(1 × 15 = 15)

14. Give an introduction to open hardware.
-