

Register Number :

Name of the Candidate :

6 5 0 6

M.B.A. DEGREE EXAMINATION, 2013

(E - BUSINESS)

(FIRST YEAR)

(PAPER - V)

150. E-COMMERCE

May]

[Time : 3 Hours

Maximum : 75 Marks

SECTION – A (5 × 3 = 15)

Answer any FIVE questions.

ALL questions carry Equal marks.

1. Mention the new paradigm of E-Commerce.
2. Define E-commerce. Give an example of E-commerce application.
3. How to choose the right enterprise application?
4. Enumerate the virtual societies.

Turn Over

5. What is direct marketing?
 6. List out the features of portal sites.
 7. Write the uses of internet chat solutions.
 8. Indicate the open source projects.
- SECTION – B** (3 × 15 = 45)
- Answer any THREE questions.*
ALL questions carry Equal marks.
9. Write down about designing, developing and deploying the on-line business system.
 10. How to decide on the enterprise middleware? Explain.
 11. Discuss in detail about banner and campaigning.
 12. Describe about on-line shopping and shopping solutions.
 13. Compare different web technologies.

- SECTION – C** (1 × 15 = 15)
(Compulsory)
14. Explain in detail about free software and free software projects.