6756

M.B.A. DEGREE EXAMINATION, May 2015

(E-BUSINESS)

(FIRST YEAR)

150: E-COMMERCE

(Old Regulations)

Time: Three hours   Maximum: 75 marks

SECTION-A	**(5×3=15)**

Answer any FIVE questions

1. Define E-Commerce. Mention its salient features.

2. Write a short note on legal issues in E-Business.

3. State the advantages of using E-Banner.

4. Highlight the disadvantages of On-line shopping.

5. What the benefits of using internet based training methods?

6. Define open hardware.

7. What is free software?

8. Write any four web technologies frequently used in internet network.

SECTION-B	**(3×15=45)**

Answer any THREE questions

9. Discuss in detail about the paradigm shift in E-commerce with the traditional method.

10. Illustrate with suitable diagram about IT Infrastructure.

11. Describe Internet Marketing technologies in detail.

12. Explain Intelligent network agents with suitable examples.

13. Discuss the various training methodology adopted in Internet based training.

SECTION-C	**(1×15=15)**

(Compulsory)

14. "On line Shopping generate new economy"- Comment your opinion with proper Justification.

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