

Total No. of Pages : 2

Register Number :

6655

Name of the Candidate :

M.B.A. DEGREE EXAMINATION DECEMBER 2013.

(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. Write any three advantages of on-line business.
2. State any three sector, where E-business application in widely used.
3. What are the criteria to be considered to attract insitors for web?
4. Write a short note on search engines.
5. What are the disadvantages of using internet for communication?
6. Write a brief note on free software.
7. Define localization.
8. State the need of configuration tools.

SECTION B

Answer any THREE questions. (3 × 15 = 45)

All questions carry equal marks.

9. Discuss the various advantages and disadvantages of on line business.
10. Explain the different types of legal issues occur in E-business and also explain how to avoid thoese legal issues.
11. Describe the various promotional strategies used to E-business

12. Discuss ORM solution with suitable examples.
13. Compare the communication system in traditional business and on – line business.

SECTION C

(Compulsory)

(1 × 15 = 15)

Answer the following questions.

14. Illustrate with suitable facts about open source projects.
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