FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, January 2018

Subject: E-Business

Paper – MB-302

Time: 3 hours

Max. Marks: 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

1. C2G model
2. E-mail marketing
3. Online Crime
4. 3G system
5. M-payment

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

6. a) What are the uses of e-cash and e-wallets?
   OR
   b) State the merits and demerits of e-business.

7. a) Write about protection of intellectual property rights in online business.
    OR
    b) Discuss about web marketing strategies.

8. a) Write about differences between e-commerce and M-commerce.
    OR
    b) Briefly explain about types of M-commerce services.

9. a) What is meant by wireless communication? Explain its importance.
    OR
    b) Examine the use of mobile devices in spreading mobile commerce technology.

10. a) Explain about m-banking application.
    OR
    b) Give an overview on mobile value added services.

******