END TERM EXAMINATION
SECOND SEMESTER [MBA] MAY-JUNE-2013

Paper Code: MS114  
MSP208  
BMS510  

Subject: e-Business

Time : 3 Hours  
Maximum Marks :60

Note: Attempt any five questions.

Q1. (a) How is e-commerce different from e-business? Where does e-commerce intersect with e-business? (5)
(b) Explain how one can say the early years of e-commerce can be considered both a success and a failure? (7)

Q2. What are the hardware and software requirements to build intranet? Discuss the business applications of intranet and extranet. (12)

Q3. (a) Define the systems development life cycle and discuss the various steps involved in creating an e-commerce site. (7)
(b) Give examples of B2B, C2C and P2P web sites. (5)

Q4. Describe how encryption technology helps to protect the security of messages sent over the internet? (12)

Q5. (a) How does spoofing threaten a web site's operations? (5)
(b) Compare and contrast firewalls and proxy servers and their security functions. (7)

Q6. (a) Describe the major B2B electronic payment mechanisms. (8)
(b) Discuss the disadvantages of credit cards as the standard for online payments. (4)

Q7. (a) Explain how to analyze the economic viability of an online firm? (7)
(b) What is an e-governance? What are its advantages to the stakeholders? (5)

Q8. (a) Discuss the major trends in the online travel services industry today. (6)
(b) What are ethical and social issues raised by e-commerce? (6)

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