

Code: 9E00304d

MBA III Semester Regular & Supplementary Examinations January 2015

E BUSINESS

(For Students admitted in 2011, 2012 & 2013)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Objectively explain the relationship between e-business strategies and other strategies.
- 2 Distinguish between e-marketing and e-business.
- 3 Explain the drivers of e-procurement with appropriate examples.
- 4 Explain the following with appropriate examples:
 - (a) Managing computer viruses.
 - (b) Controlling information service usage.
 - (c) Monitoring of electronic communication.
 - (d) E-Mail management.
- 5 Explain the following with appropriate examples:
 - (a) Middle ware.
 - (b) Messaging.
 - (c) Remote procedure calls.
 - (d) Remote method invocation (RMI).
- 6 Explain enterprise information system and its contribution with appropriate examples.
- 7 Explain the role of enterprise application in e-business.
- 8 Explain architectural design of e-business system.
