

**END TERM EXAMINATION**

SECOND SEMESTER [MBA] MAY-JUNE 2015

Paper Code: MS-114

Subject: E-Business

Time: 3 Hours

Maximum Marks: 60

**Note: Attempt any five questions.**

- Q1 (a) Electronic Business changes the way business processes are performed in a organization. Comment. What are the changes that result from adopting electronic business models? Give suitable examples. (7)
- (b) How does electronic business influence the value chain in business organizations adopting the electronic business strategies? (5)
- Q2 (a) What do you mean by collaborative E-Commerce? Discuss its advantages. (6)
- (b) What is Electronic Data Interchange? What are the issues in adopting EDI? (5)
- Q3 (a) What are the infrastructure requirements for adopting electronic business models? Illustrate with an example giving details of the hardware, software, communication network and other tools that may be required to set up the e-business. (8)
- (b) What are the means through which electronic business is promoted in the marketplace? (4)
- Q4 (a) Organizations doing business electronically are more risk-prone. Do you agree? What are the additional security threats in electronic business? (6)
- (b) What are the counter measures that address these security concerns? Give suitable illustrations. (6)
- Q5 (a) Differentiate between symmetric and asymmetric cryptography. (6)
- (b) How does firewall provide the protection in communication networks. Explain. (6)
- Q6 (a) What is e-payment? Discuss the functions of E-payment system? Why is orientation and standardization required for e-payment business. (6)
- (b) Briefly explain the working of any one electronic payment system. (6)
- Q7 (a) What is Public Key Infrastructure? Why is Public Key Infrastructure important for the growth of e-commerce? (6)
- (b) Write a short note on legal issues in the electronic commerce especially in context of India. (6)
- Q8 Write short notes on **any three** of the following: (3x4=12)
- (a) Secure Electronic Transaction Protocol
- (b) Mobile Commerce
- (c) Ethical issues in electronic commerce
- (d) Public Key Infrastructure
- (e) Marketing Strategies for promoting electronic business over web.