



QP CODE: 23701560



23701560

Reg No : .....

Name : .....

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2023**

**Third Semester**

Faculty of Management Science

**ELECTIVE - MB840302 - E BUSINESS**

2019 Admission Onwards

33F756D9

Time: 3 Hours

Maximum Marks: 60

**Part A**

*Answer any **five** questions. Each question carries 2 marks.*

1. Illustrate any two advantages of E-commerce to Customers.
2. Define E-Commerce.
3. What are the benefits of sharing economy?
4. Define Digital certificate.
5. What do you mean by Epayment?
6. Predict out any two reasons why companies spending more in Internet Advertising .
7. What are WooCommerce attributes?

(5×2 = 10 Marks)

**Part B**

*Answer any **five** questions. Each question carries 6 marks.*

8. Identify the contribution of web 2.0. What does it add to E Commerce.
9. Examine the different e-commerce models .
10. How do you identify market opportunities?
11. Discuss the two main roles present in the e-commerce.
12. Discuss digital stored value system.
13. Analyse the challenges faced by e-retailers in e-business.





14. Explain the legal issues that may possibly arise for the e-commerce players in India?

(5×6 = 30 Marks)

**Part C**

*Answer any **two** questions. Each question carries **10** marks.*

*Question number 17 is compulsory .*

15. What is e-payment? Discuss the functions of E-payment system? Why is orientation and standardization required for e-payment business.

16. What is the present scenario of e commerce in India?

**Compulsory Question**

17. From B2C to C2B. Who is changing the world in IR4.0?

(2×10 = 20 Marks)

