



QP CODE: 23701560

Reg No :

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.

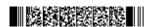
- 1. Illustrate any two advantages of E-commerce to Customers.
- 2. Define E-Commerce.
- 3. What are the benefits of sharing economy?
- 4. Define Digital certificate.
- 5. What do you mean by Epayment?
- 6. Predict out any two reasons why companies spending more in Internet Advertising.
- 7. What are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

 $(5\times2 = 10 \text{ Marks})$

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.



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

 $(5\times6 = 30 \text{ Marks})$

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?

 $(2 \times 10 = 20 \text{ Marks})$

