END TERM EXAMINATION

SECOND SEMESTER [MBA] APRIL-MAY 2019

Paper Code: MS-114	Subject: E-Business

Time: 3 Hours	Maximum Marks: 75

Note: Attempt any five questions.

Q1   (a) Contrast between E-commerce and E-business. How are they useful to a business organization? Give examples. **(8)**

       (b) Explain the concept of Porter's value Chain Model in the context of E-commerce. **(7)**

Q2   (a) Explain different types of e-commerce stating the various types of business applications they facilitate. **(10)**

       (b) Describe how a networked digital enterprise uses the Internet, Intranet, and Extranets using a diagram. **(5)**

Q3   (a) What is EDI? Explain its various components. List the benefits EDI offers to a business organization having global operations. **(3+3+3=9)**

       (b) What role do you envisage for the government in the smooth conduct of e-commerce in the country? **(6)**

Q4   Explain **any three** of the following: **(3x5=15)**

       (a) PKI for security
       (b) IDS
       (c) Firewalls
       (d) VPNs

Q5   (a) What is cryptography? Distinguish between Public key and Private Key encryption. **(5)**

       (b) What is SET? How does a SET protected payment transaction works? **(5)**

       (c) Explain the terms: Digital Signatures and Digital Certificates. **(5)**

Q6   (a) What are e-wallets? Compare and contrast various types of electronic payment cards. **(3+7=10)**

       (b) What is EFT? How is it useful to a business organization? **(5)**

Q7   (a) What is meant by "Business Model and Revenue Model" over the internet? Explain the two for an e-commerce organization you are familiar with. **(10)**

       (b) What is payment gateway? Explain. What is the role of scalable and secure online payment system for e-commerce transactions? **(5)**

Q8   Explain **any three** of the following: **(3x5=15)**

       (a) Driving forces of electronic commerce
       (b) Legal and ethical issues in E-commerce
       (c) Mobile Commerce
       (d) Emerging payment interfaces
       (e) Strategies for Business over Web

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