

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March 2022

Subject: E-Business
Paper No. MB - 302

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. What is the Impact of E-business on global economy?
2. What is Advertising on Web?
3. Explain M-commerce features.
4. What are Mobile Wallets?
5. What is Ubiquitous computing?

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. Explain the advantages and disadvantages of E-Business?
7. Explain in detail about the different online payment systems.
8. How do you Protect the Intellectual Property Rights in Online Business?
9. Explain the role of Search Engines in creating and managing brands.
10. Explain the scope and benefits for mobile commerce.
11. Explain about different types of M-Commerce Services.
12. Explain about different types of Wireless Communication.
13. Explain the advantages and disadvantages of mobile access technology.
14. Explain in detail about M-Banking Technologies.
15. Explain about mobile travel applications with suitable examples.