

Code: 21E00207b

MBA II Semester Regular Examinations October/November 2022  
E-BUSINESS  
(Common to all)  
(For students admitted in 2021 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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SECTION-A

(Answer the following: 05 X 10 = 50 Marks)

1. (a) Discuss any two E-commerce models with example. 5M  
(b) Discuss the web-based tools for e-commerce application. 5M  
OR
2. Briefly discuss the electronic data interchange process. 5M
3. (a) Explain the following concepts: (i) Encryption (i) Cryptography Discuss 5M  
(b) Public Key Infrastructure ( PKI) for security in detail. 5M  
OR
4. What is a firewall? How does firewall help in providing extended network security.
5. What is Electronic payment system? Discuss the types of electronic payment systems with example. 5M  
OR
6. Explain the infrastructure issues in electronic payment system. 5M
7. Discuss various types of business models and revenue models over web. 5M  
OR
8. (a) Write a note on: (i) Digital commerce, (ii) mobile commerce. 5M  
(b) Explain the strategies for business over web with example. 5M
9. Write a note on: (i) e-business application infrastructure 5M  
(ii) E-marketing planning process.  
OR
10. What is e-marketing? Discuss the various types of e-marketing tactics and strategies. 5M

SECTION-B

(Compulsory question, 01 X 10 = 10 Marks)

11. **Case Study/Problem:** 10M

As consumers have become increasingly concerned about data protection, businesses everywhere are becoming cautious about data collection. This includes Mine Jewels, a clothing and jewelry retailer based in India. Mine Jewels wanted to optimize the customer experience it was giving its loyal customers while respecting their personal data privacy. Explain the best e-business model to enhance the customer experience and discuss the possible e-payment system with security over personal data.

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