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VI Semester B.B.M. Examination, April/May 2015
(Semester Scheme) (Fresh) (2014-15 & Onwards)
Business Management
Paper – 6.2 : E – BUSINESS

Time : 3 Hours

Max. Marks : 100

Instruction : Answer should be written in **English** only.

SECTION – A

1. Answer **any eight** sub questions. **Each** sub-question carries **two** marks. **(8×2 = 16)**
- Name any four examples of B2B.
 - Write the meaning of Web auction.
 - Give any two popular web browser.
 - What is Web hosting ?
 - Expand UDP, XML.
 - Differentiate private network from public network.
 - What is e-cash ?
 - What is EDI ?
 - Define Data warehousing.
 - What is SQL ?

SECTION – B

Answer **any three** sub-questions. **Each** question carries **eight** marks. **(3×8 = 24)**

- Briefly explain the differences between E-commerce and E-business.
- Explain briefly the basic components of E-commerce.
- What are the different types of E-commerce channels.
- Briefly explain the importance of CRM.

P.T.O.



SECTION – C

Question No.10 is **compulsory**. Answer **any three** of the remaining. **Each** question carries **15** marks. **(4×15 = 60)**

6. Explain the benefits and limitations of E-Commerce to the business.
 7. Discuss the hardware and software requirements of E-Commerce infrastructure.
 8. Explain different security measures to E-Commerce.
 9. Explain payment systems in E-Commerce.
 10. Discuss the various types of Cyber crimes.
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