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)**

   a) Name any four examples of B2B.

   b) Write the meaning of Web auction.

   c) Give any two popular web browser.

   d) What is Web hosting ?

   e) Expand UDP, XML.

   f) Differentiate private network from public network.

   g) What is e-cash ?

   h) What is EDI ?

   i) Define Data warehousing.

   j) What is SQL ?

SECTION – B

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

2. Briefly explain the differences between E-commerce and E-business.

3. Explain briefly the basic components of E-commerce.

4. What are the different types of E-commerce channels.

5. 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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