S. NO.: 207   BATCH: 2006 – 2015   Reg. No.:

END OF SEMESTER EXAMINATIONS, APRIL / MAY - 2018
INTERNET & E-BUSINESS
SUBJECT CODE : 08UABM23

MAJOR : B.B.A   SEMESTER   : VI
TIME   : 3 HOURS   MAX. MARKS: 75

SECTION A – (10 X 1 = 10)

Answer All the Questions:

Explain:

1. FTP

2. ISP

3. EDI

4. E-Commerce

5. E-Marketing

6. Static Webpage

7. Market Share

8. Web Hosting

9. E-SCM

10. Three main activities in SCM

SECTION B – (5 X 4 = 20)

Answer any FIVE Questions:

11. What is HTML? Explain the 3 main parts in HTML.

12. Explain about WWW and how does it work.

13. Discuss the buying process in E-Commerce.

14. What are the components of Electronic payment system?

15. List out the difference between Static and Dynamic Website.

16. Write about mergers and acquisition concept in setting up an ecommerce enterprise.

17. Write a note on Market segmentation.

18. What are the elements of Supply Chain Management?

SECTION C – (3 X 15 = 45)

Answer any THREE Questions:

19. What are the formats used in Internet Advertising? Explain.

20. Explain the popular Electronic Payment Methods in detail.

21. How to protect your credit card from fraudulent online transactions?

22. What could be the statutory and legal issues involved in setting up an ecommerce enterprise.

23. Explain in detail about the pull versus push supply chain models.

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