

Register Number :

Name of the Candidate :

**6 6 2 6**

**M.B.A. DEGREE EXAMINATION, 2012**

**( HUMAN RESOURCE MANAGEMENT )**

( SECOND YEAR )

( PAPER - XV )

**270. E-BUSINESS**

*( Common with*

*M.B.A. [ Marketing Management ] &*

*M.B.A. [ Financial Management ]*

December ]

[ Time : 3 Hours

Maximum : 100 Marks

**SECTION – A** (5 × 5 = 25)

*Answer any FIVE questions.*

*ALL questions carry EQUAL marks.*

1. *Write short note on any FIVE of the following:*

(a) Global Information.

(b) B2B.

**Turn Over**

- (c) I – way.  
 (d) Electronic mail.  
 (e) EDI.  
 (f) Supply chain.  
 (g) Message security.  
 (h) E – Commerce
- SECTION – B** (3 × 15 = 45)
- Answer any THREE questions.  
 ALL questions carry EQUAL marks.*
- Bring out the major differences between E-business and traditional business.
  - State and explain the various components of I-way.
  - Explain the role of internet as a network infrastructure.
  - Describe how firewalls are used as a network security measure.
  - Outline the key strategic options in supply chain management.

- SECTION – C** (1 × 15 = 15)
- Answer any ONE question.*
- State and explain the network infrastructure essential for E – Commerce.
  - Critically evaluate the public policy issues shaping I-Way.
  - Elaborate the procedure for EDI implementation in a business.
- SECTION – D** (1 × 15 = 15)
- (Compulsory)*
- Suggest suitable measures to face the network security threat by a business doing E – business.