

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV/DEC 2025***Third Semester**Master of Business Administration***PMBE2434 – E-Business Management***Regulations – 2024**Duration : 3 Hrs**Maximum : 100 Marks***PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)**

<i>Q.No</i>	<i>Questions</i>	<i>BTL</i>	<i>CO</i>	<i>Marks</i>
1.	How would explain the e-business?	L1	1	2
2.	Show the advantages in e-business.	L2	1	2
3.	How does an Internet protocol work?	L1	2	2
4.	What is the main idea of an FTP?	L2	2	2
5.	Can you recall the meaning of e-tailing?	L1	3	2
6.	Outline the web auctions.	L2	3	2
7.	Recall the forms of e-payments.	L1	4	2
8.	Will you state the need for network security?	L2	4	2
9.	Define cyber laws.	L1	5	2
10.	Summarize the main idea of encryption policies.	L2	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a i How would you build e-business models in today's scenario?	L3	1	8
	ii What would result if Mobile commerce and S-commerce are effectively apply into business strategies?	L3	1	8
	Or			
	b i Organize your understanding about the economic forces that drive e-commerce.	L3	1	8
	ii What elements would you choose to change the impact of Web 2.0 and social networking?	L3	1	8
	8			
12.	a Explain how intranet and extranet differ in their purpose, scope, and benefits for organizations, and what role do they play in improving communication and collaboration?	L2	2	16
	Or			
	b Interpret the basics of web server hardware and software.	L2	2	16
13.	a How would you utilize your understanding of marketing on the web?	L3	3	16
	Or			
	b What ways could you apply what you have learned about social media marketing for an educational institution?	L3	3	16

14.	a	Examine the cryptography in the aspect of E-Business payment Security.	L4	4	16
		Or			
	b	Can you classify and explain the forms of e-payments.	L4	4	16
15.	a	How would you justify the importance of protection needs and methodology in privacy issues for E-business?	L5	5	16
		Or			
	b	How would you interpret the importance of consumer protection in E-Business management?	L5	5	16