

M.B.A.(with Credits)-Regular-Semester 2012 Sem III  
**Paper-SP 02 - MBA238D - Group-D : E-Business**

P. Pages : 1

Time : Three Hours



**GUG/W/16/3012**

Max. Marks : 70

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- Notes : 1. Attempt **any five** question.  
2. All questions carry equal marks.

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| 1.  | What is e-commerce ? Explain the unique features of E-Commerce technology. | 14 |
| 2.  | Write detail note on 'Growth of the Internet & the Web'.                   | 14 |
| 3.  | What is TCP/IP ? Explain in detail.  | 14 |
| 4.  | What is SDLC ? Explain all the stages involve into it.                     | 14 |
| 5.  | Explain key elements of a Business model in details.                       | 14 |
| 6.  | Write & explain your view on future for google.                            | 14 |
| 7.  | Write detail note on ERP implementation.                                   | 14 |
| 8.  | What is net markets & trading exchanges.                                   | 14 |
| 9.  | Explain ethical, social & political issues in E-Commerce.                  | 14 |
| 10. | Write detail note on <b>any two</b> .                                      | 14 |
|     | a) Intellectual property right.  |    |
|     | b) E-Service Trend.  |    |
|     | c) Blancing the protection of property.                                    |    |
|     | d) The E-channel pattern.  |    |

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