

1. Reg. No. :

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Y 1622

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2008.

Third Semester — *Elective*

DBA 1727 — E-COMMERCE TECHNOLOGY AND MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is HTML?
2. What is Data Warehousing?
3. What is Online Marketing?
4. What is OLAP?
5. What is Wireless Application Protocol (WAP)?
6. What is B2B Marketplace?
7. What is Electronic Fund Transfer?
8. What is Secure Socket Layer (SSL)?
9. What is meant by Cyberstalking?
10. What are the pre-requisites of contract?

PART B — (5 × 16 = 80 marks)

11. (a) What is E-Commerce? Explain its advantages and disadvantages.

Or

- (b) What is a data mining? Explain its techniques and business applications.

12. (a) Discuss various means of E-advertising.

Or

(b) What is Electronic Market place? Explain Business to Business Electronic places.

13. (a) Discuss business model and explain its various extended E-business models.

Or

(b) Define extranet. What are the applications of extranet in the context of B2B?

14. (a) Describe the various types of Electronic Payment Systems.

Or

(b) What is meant by Firewall? Explain how it works as filters and gateways in network security.

15. (a) What are basic concepts of international taxation? Explain levy of taxes on e-commerce.

Or

(b) Explain computer related ethical issues.
