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**PRESIDENCY
UNIVERSITY**
BENGALURU

School of Management

Mid - Term Examinations - November 2024

Semester: V

Date: 06-11-2024

Course Code: BBE3001

Time: 09.30am - 11.00am

Course Name: E-Business Applications

Max Marks: 50

Program: BBE

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

5Qx2M=10M

- | | | | | |
|---|--|---------|---|-----|
| 1 | Define e-business and e-commerce. | 2 Marks | R | CO1 |
| 2 | List of any two Characteristics of E-Business. | 2 Marks | R | CO1 |
| 3 | Describe e-commerce. | 2 Marks | R | CO1 |
| 4 | Explain any two differences of E-Commerce and E-Business | 2 Marks | R | CO2 |
| 5 | Define C2C in e-commerce. | 2 Marks | R | CO2 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

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|---|--|---------|---------------|-----|
| 6 | Describe the key advantages and disadvantages of e-business in the current business environment. | 10Marks | Understanding | CO1 |
|---|--|---------|---------------|-----|

Or

- | | | | | |
|---|--|---------|---------------|-----|
| 7 | Discuss the different types of e-business models and their significance in the global economy. | 10Marks | Understanding | CO1 |
|---|--|---------|---------------|-----|

8 Explain how the internet and intranet play a critical role in e-business operations. 10Marks Understanding CO1

Or

9 Explain the different types of e-business marketplaces and their importance in online trade. 10Marks Understanding CO1

10 Explain the various internet marketing techniques used by businesses to attract and retain customers. 10Marks Understanding CO2

Or

11 Discuss the components of the marketing mix and how they apply to e-business strategies. 10Marks Understanding CO2

12 Explain the challenges faced by e-businesses and how they impact operations and growth. 10Marks Understanding CO2

Or

13 Explain how the internet and intranet play a critical role in e-business operations. 10Marks Understanding CO2