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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 09-10-2025

Time: 11.45am to 01.15pm

School: SOC/SOM-UG	Program: BBA, BBD	
Course Code: BBE3001	Course Name: E-BUSINESS APPLICATIONS	
Semester: V	Max Marks: 50	Weightage: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	25	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 2 marks.

5Q x 2M=10M

1	What do you mean by E-Business?	2 Marks	L1	CO1
2	Recall the concept of Replenishment	2 Marks	L1	CO1
3	Identify five parameters that differentiate the practice of E Commerce from E Business	2 Marks	L1	CO1
4	List the Advantages of Packet Switching	2 Marks	L1	CO2
5	List any 5 usages of Web Browser to a business	2 Marks	L1	CO2

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Summarize the Characteristics of E-business	10 Marks	L2	CO1
Or				
7.	CRM components play a very important role in e-business. Most processes are automated, which supports the e-business service process. Interpret the different types of CRM and their solutions for e-	10 Marks	L2	CO1

	business processes			
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8.	E-business trends are continually evolving as technology advances and consumer behavior shifts. Apply the key trends currently shaping the Amazon e-business.	10 Marks	L3	CO1
Or				
9.	B2C (Business-to-Consumer) refers to the model where businesses sell products or services directly to consumers/customers. This is the most common model in e-business, and it has evolved in many ways to cater to changing customer preferences and technological advancements. Explain B2C E-business models.	10 Marks	L2	CO1

10.	The internet is a vast and ever-evolving space, and understanding its key concepts is crucial for navigating it effectively. Below are some of the key internet concepts that form the foundation of online communication, technology, and services. Summarize the key internet concepts that form the foundation of online communication technologies and services.	10 Marks	L2	CO2
Or				
11.	Cloud technologies providing the backbone for modern e-business operations. It refers to conducting business processes through the internet, including everything from sales, marketing to customer service and supply chain management. Explain the types of cloud computing and its deployment.	10 Marks	L2	CO2

12.	Explain the following a.HTTP b.HTML c. XML	10 Marks	L2	CO2
Or				
13.	Communication tools are essential for connecting businesses with customers, suppliers, employees, and other stakeholders in a fast, secure, and collaborative way. Outline the different communication tools which help in improving efficiency, reducing costs, and enabling global connectivity.	10 Marks	L2	CO2