



PRESIDENCY UNIVERSITY

BENGALURU

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End - Term Examinations - December 2025

Date: 15-12-2025

Time: 1.00pm to 04.00pm

School: SOC	Program: BBA, BBD	
Course Code : BBE3001	Course Name: E-Business Applications	
Semester: V	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04
Marks	36	46	37	46

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.

10Q x 2M=20M

1.	What do you mean by Replenishment?	2 Marks	L1	C01
2.	List the various types of CRM.	2 Marks	L1	C01
3.	C2C- Recall.	2 Marks	L1	C01
4.	How do ERP streamline the complex tasks and activities?	2 Marks	L1	C01
5.	Relate AR and VR.	2 Marks	L1	C02
6.	Find the difference between E-markets and Traditional Markets.	2 Marks	L1	C03
7.	Name the different types of E-Markets based on number of participants.	2 Marks	L1	C03
8.	When does new task buying situation occur?	2 Marks	L1	C03
9.	What are the international standards to be maintained by e-markets?	2 Marks	L1	C03
10.	What are the components focused by network organization	2 Marks	L1	C04

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Summarize the Characteristics of E-business	07 Marks	L2	C01
Or				
12.	Infer the key concepts of e-scm and its benefits.	07 Marks	L2	C01
Or				
13.	Compare HTTP, HTML, XML.	07 Marks	L2	C02
Or				
14.	Classify the types of Cloud computing	07 Marks	L2	C02
Or				
15.	Illustrate purchase portfolio model with suitable examples.	07 Marks	L2	C03
Or				
16.	Explain various standards to be maintained in the E-Markets.	07 Marks	L2	C03
Or				
17.	Infer the key components and the roles of Intermediate supply chain	07 Marks	L2	C04
Or				
18.	Summarize various types of Technology solution for threats in e-business.	07 Marks	L2	C04
Or				
19.	Classify the various trends in digital marketing	07 Marks	L2	C01
Or				
20.	Outline the different types of online retailer with suitable examples.	07 Marks	L2	C01

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	<p>A customer uses a banking app on her smartphone to transfer money. She enters the amount, verifies her identity with an OTP, and taps "Send." The app encrypts the transaction details and sends them over the mobile network. The packets travel through the telecom provider's network, routers, and servers before reaching the bank's main system. The bank's server receives the data, checks for errors, decrypts it, processes the transaction, and sends back a confirmation message. Based on the above situation, build the OSI Model by explaining what happens at each of the seven layers.</p>	15 Marks	L3	C02
22.	<p>A student, Arjun, wants to check his exam results online. He opens his laptop and types the URL www.examresults.edu into his browser. The moment he presses Enter, his device sends a request that first goes to the DNS server, which translates the website's name into its corresponding IP address so the computer knows exactly where to send the request. Once the IP address is identified, the data is broken into smaller units using packet switching, allowing the packets to travel through different routes across the network. These packets follow the TCP/IP protocol, which ensures they are properly addressed, sent, received, and reassembled correctly. The request</p>	15 Marks	L3	C02

	finally reaches the server, which stores the exam data, and the server sends the results back to Arjun's laptop, the client, completing the client/server computing process. Within seconds, the results page appears on his screen. Identify the internet key concepts mentioned in the situation and describe in detail.			
23.	A manufacturing company, MetroTech Industries, has been using a traditional paper-based process to purchase raw materials. Purchase orders are handwritten, approvals take several days, and suppliers often send incorrect invoices because communication happens through scattered emails and phone calls. Due to these delays, production teams frequently face shortages, causing missed delivery deadlines. To overcome these problems, the management decides to shift to an electronic procurement (e-procurement) system. Develop E-Procurement process for Metrotech Industries .	15 Marks	L3	C03
24.	<p>A traditional furniture company, WoodLand Furnishings, has been operating for over 20 years with only a physical showroom and telephone-based orders. Recently, the management noticed a drop in walk-in customers as most buyers prefer checking products online before purchasing. Competitors are already selling through websites, digital catalogs, and social media, attracting younger customers with ease.</p> <p>Seeing this shift, WoodLand's leadership decides that the company must move toward e-business. They aspire to build an online storefront that allows customers to browse furniture collections, compare prices, customize orders, make digital payments and deliveries. The company also plans to integrate online customer support, product-tracking features, and home-delivery scheduling. To support this shift, they aim to train staff in handling online queries and use data analytics to understand customer preferences. To adapt e-business, WoodLand needs to understand network organization. Identify the various types of Network organization and suggest the right one for Woodland company.</p>	15 Marks	L3	C04
25.	An online home-appliance store, HomeEase, experiences rapid growth in customers and daily transactions. However, the company has not invested much in cybersecurity. One morning, several customers report that when they tried to make a payment, the website redirected them to an unknown page—indicating a phishing attack. Later, the IT team discovers that hackers exploited a weak password on an admin account and injected malicious code into the website. At the same time, the database server shows unusual activity, suggesting a possible data breach, where customer information such as email IDs and phone numbers may have been accessed. The company also becomes a victim of a DDoS attack, causing the website to crash for hours, leading to loss of sales. Due to these security threats, HomeEase faces financial loss, damaged reputation, and angry customers demanding assurance that their data is safe. Identify the other types of security threats that can be vulnerable for any e-business and help HomeEase to prevent from it in the future.	15 Marks	L3	C04