

6. What is intranet based logistics management?
7. What is intelligent agents ? Give examples.
8. Explain in short on risk management.

SECTION - B (3 × 15 = 45)

Answer any THREE questions.

All questions carry equal marks.

9. Define E-commerce. Explain the forces finding of E-commerce in detail.
10. Explain the concept of retailing in E-commerce.
11. What are the basics of supply chain management ?
12. Explain a brief note on manufacturing information system.
13. What are the modules in finance management?

SECTION - C (1 × 15 = 15)

(Compulsory.)

14. What is risk ? Discuss the risks associated with business transactions.

Register Number :

Name of the Candidate :

6 2 8 8

**M.B.A. (E-Business)
DEGREE EXAMINATION, 2010**

(SECOND YEAR)

(PAPER - XI)

**230. E - COMMERCE -APPLICATIONS AND
SECURITIES**

December] [Time : 3 Hours

Maximum : 75 Marks

SECTION - A (5 × 3 = 15)

Answer any FIVE questions.

All questions carry equal marks.

1. Short note on electronic payment technology.
2. What is E-commerce ?
3. What is on-line retailing ?
4. What are the strategies on-line publishing ?
5. Basics of Customer Asset Management.

Turn Over