

2008-JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY
MBA III SEMESTER REGULAR EXAMINATION
E-BUSINESS

DECEMBER-08

TIME-3HOUR
MARKS-60

ANSWER ANY FIVE QUESTIONS ALL QUESTIONS CARRY EQUAL MARKS

[12*5=60 MARKS]

1. Critically Examine the various challenges faced by e-Business.
2. Differentiate between e-markets and traditional markets.
3. Explain the advantages and disadvantages of online auctions in detail.
4. Discuss various measures to be taken to safeguard a e-business system.
5. Provide a brief definition to the term “middleware”. Explain why middleware can be difficult to write and test.
6. What are the various strategies for modernizing legacy systems? Discuss.
7. Explain the various types and layers of application integration in detail.
8. Distinguish between a passive and an aggressive web marketing strategy.