



MBA.IB.II/05.12.352

**MBA (INTERNATIONAL BUSINESS) DEGREE II SEMESTER
EXAMINATION MAY 2012**

SMI 2206 E-BUSINESS

Time : 3 Hours

Maximum Marks : 50

(Answer *ALL* questions)

(5 x 10 = 50)

- I. A. Explain the forces fueling E-commerce.
OR
B. Discuss the opportunities and challenges in E-business.
- II. A. Write the relevance of E-commerce in banking.
OR
B. Outline different types of Industry frame work.
- III. A. What is online publishing? Discuss various online publishing approaches.
OR
B. Explain the concepts of supply chain management. How are retail supply chains managed?
- IV. A. How does Internet aid corporate finance?
OR
B. What are intelligent agents? How are they used to support and enhance business?
- V. A. Explain different multimedia technologies.
OR
B. Discuss different revenue models.
