



MBA(IB).II/11.245

**MBA (IB) & MIB DEGREE SUPPLEMENTARY II SEMESTER EXAMINATION
APRIL 2011**

SMI 2206 E-BUSINESS

Time: 3 Hours

Maximum Marks: 50

(Answer **ALL** questions)
(All questions carry **EQUAL** marks)

(5 x 10 = 50)

- I. A. Give a comparison of various E-Business Models. State the advantages of each.
OR
B. Discuss the challenges in E-Commerce and how they can be overcome.
- II. A. Describe different industry framework types.
OR
B. How does Electronic Payment Systems cater to the changing dynamics in the Banking Industry?
- III. A. Explain how online advertising and online publishing are managed.
OR
B. What is CRM? What is its role in Business?
- IV. A. Discuss the Transaction Accounting and Inventory Accounting Software Modules in Financial Information Systems.
OR
B. Write short notes on:
(i) Manufacturing Information Systems
(ii) Intelligent Agents
- V. A. Outline the salient features of web programming.
OR
B. Give an overview of Multimedia Technologies.
