

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)**

MBA I Year II Semester Regular Examinations May-2026

E-BUSINESS

Time: 3 Hours

Max. Marks: 60

(Answer all Five Units 5 x 12 = 60 Marks)

UNIT-I

- 1 a What are the key characteristics of e-commerce in the Indian context? CO1 L2 6M
b How does the internet facilitate electronic commerce? CO1 L2 6M

OR

- 2 a Identify the key enablers of e-commerce growth in emerging economies like India. CO1 L2 6M
b Explain how e-business extends beyond online transactions to include internal processes. CO1 L2 6M

UNIT-II

- 3 a What are the limitations of using only passwords for user authentication in e-business? CO2 L2 6M
b How do security protocols mitigate threats in public network environments? CO2 L2 6M

OR

- 4 a What are the common security threats faced by e-businesses? CO2 L2 6M
b Explain the need for encryption in securing e-commerce transactions. CO2 L2 6M

UNIT-III

- 5 a Describe the role of banks and financial institutions in electronic payment ecosystems. CO3 L2 6M
b Explain the infrastructure requirements for implementing a secure EPS. CO3 L2 6M

OR

- 6 a How do mobile wallets integrate with existing EPS frameworks? CO3 L2 6M
b Discuss the importance of interoperability in electronic payment systems. CO3 L2 6M

UNIT-IV

- 7 a How do network effects influence the success of digital marketplaces? CO4 L2 6M
b Explain the role of customer relationship management (CRM) in ebusiness strategies. CO4 L2 6M

OR

- 8 a Explain the concept of a business model in the context of e-business. CO4 L2 6M
b Differentiate between revenue models and business models with examples. CO4 L2 6M

UNIT-V

- 9 a What factors should be considered when managing e-business application infrastructure? CO5 L2 6M
b Explain the role of system software (OS, servers, databases) in supporting e-business. CO6 L2 6M

OR

- 10 a What are common e-marketing tactics used by online businesses? CO6 L2 6M
b How does search engine optimization (SEO) support e-marketing strategies? CO6 L2 6M

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