



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

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QUESTION BANK (DESCRIPTIVE)

Subject with Code: E-BUSINESS (25MB9016)

Course & Branch: MBA

Year & Sem: I-MBA & II-Sem

Regulation: R25

UNIT - I

INTRODUCTION TO E-BUSINESS

1	a)	Differentiate between e-business and e-commerce with suitable examples.	[L2][CO1]	[6M]
	b)	Explain the various models of electronic commerce (B2B, B2C, C2C, etc.).	[L2][CO1]	[6M]
2		Describe the role of value chains in electronic commerce.	[L2][CO1]	[12M]
3	a)	What are the key characteristics of e-commerce in the Indian context?	[L2][CO1]	[6M]
	b)	How does the internet facilitate electronic commerce?	[L2][CO1]	[6M]
4		List and explain web-based tools commonly used in e-commerce.	[L2][CO1]	[12M]
5	a)	Define Electronic Data Interchange (EDI) and state its significance in e-business.	[L2][CO1]	[6M]
	b)	Explain the basic components of an EDI system.	[L2][CO1]	[6M]
6		Describe the typical EDI process flow between two trading partners.	[L2][CO1]	[12M]
7	a)	Why is EDI considered important for supply chain management in e-business?	[L2][CO1]	[6M]
	b)	Compare traditional commerce with electronic commerce in terms of reach and efficiency.	[L2][CO1]	[6M]
8		What are the major types of electronic commerce based on participants?	[L2][CO1]	[12M]
9		How has e-commerce evolved in India over the last decade?	[L2][CO1]	[12M]
10	a)	Identify the key enablers of e-commerce growth in emerging economies like India.	[L2][CO1]	[6M]
	b)	Explain how e-business extends beyond online transactions to include internal processes.	[L2][CO1]	[6M]

UNIT - II
SECURITY THREATS TO E-BUSINESS

1	a)	What are the common security threats faced by e-businesses?	[L2][CO2]	[6M]
	b)	Explain the need for encryption in securing e-commerce transactions.	[L2][CO2]	[6M]
2		Differentiate between symmetric and asymmetric (public/private key) cryptography.	[L2][CO2]	[12M]
3	a)	How do digital signatures ensure authenticity and non-repudiation in e-business?	[L2][CO2]	[6M]
	b)	What is the role of digital certificates in establishing trust online?	[L2][CO2]	[6M]
4		Describe how SSL/TLS protocols secure data transmission over the internet.	[L2][CO2]	[12M]
5	a)	Why is HTTP considered insecure compared to HTTPS?	[L2][CO2]	[6M]
	b)	Explain the function of a firewall as a security control in e-business infrastructure.	[L2][CO2]	[6M]
6		What is Public Key Infrastructure (PKI), and why is it essential for e-business security?	[L2][CO2]	[12M]
7	a)	How does cryptography protect confidentiality, integrity, and authenticity in e-transactions?	[L2][CO2]	[6M]
	b)	Describe the risks associated with man-in-the-middle attacks in e-commerce.	[L2][CO2]	[6M]
8		Why are secure communication protocols critical for online payment systems?	[L2][CO2]	[12M]
9		Explain how PKI supports secure email and document signing in business contexts.	[L2][CO2]	[12M]
10	a)	What are the limitations of using only passwords for user authentication in e-business?	[L2][CO2]	[6M]
	b)	How do security protocols mitigate threats in public network environments?	[L2][CO2]	[6M]

UNIT - III**ELECTRONIC PAYMENT SYSTEM**

1	a)	Define electronic payment systems and list their key objectives.	[L2][CO3]	[6M]
	b)	Explain the evolution of money from physical to digital forms.	[L2][CO3]	[6M]
2		Classify different types of electronic payment systems with examples.	[L2][CO3]	[12M]
3	a)	How do smart cards function as a medium for electronic payments?	[L2][CO3]	[6M]
	b)	Compare stored-value cards and debit cards in the context of EPS.	[L2][CO3]	[6M]
4		What is Electronic Fund Transfer (EFT), and how is it used in banking?	[L2][CO3]	[12M]
5	a)	Describe the role of banks and financial institutions in electronic payment ecosystems.	[L2][CO3]	[6M]
	b)	Explain the infrastructure requirements for implementing a secure EPS.	[L2][CO3]	[6M]
6		What are the security challenges specific to electronic payment systems?	[L2][CO3]	[12M]
7	a)	How do mobile wallets integrate with existing EPS frameworks?	[L2][CO3]	[6M]
	b)	Discuss the importance of interoperability in electronic payment systems.	[L2][CO3]	[6M]
8		What role does RBI play in regulating electronic payments in India?	[L2][CO3]	[12M]
9		Explain how tokenization enhances security in card-based payments.	[L2][CO3]	[12M]
10	a)	Describe the difference between real-time gross settlement (RTGS) and NEFT in EFT context.	[L2][CO3]	[6M]
	b)	Why is customer trust critical for the adoption of electronic payment methods?	[L2][CO3]	[6M]

UNIT - IV

E-BUSINESS APPLICATIONS AND STRATEGIES

1	a)	Explain the concept of a business model in the context of e-business.	[L2][CO4]	[6M]
	b)	Differentiate between revenue models and business models with examples.	[L2][CO4]	[6M]
2		Describe common internet-based revenue models (e.g., subscription, advertising, transaction fee).	[L2][CO4]	[12M]
3	a)	How does the freemium model work in digital businesses?	[L2][CO4]	[6M]
	b)	What is e-governance, and how does it relate to e-business principles?	[L2][CO4]	[6M]
4		Explain the concept of digital commerce and its scope beyond traditional e-commerce.	[L2][CO4]	[12M]
5	a)	How has mobile commerce (m-commerce) transformed consumer behavior?	[L2][CO4]	[6M]
	b)	List key strategies for building a successful web-based business.	[L2][CO4]	[6M]
6		What are the advantages of platform-based business models (e.g., Amazon, Uber)?	[L2][CO4]	[12M]
7	a)	How do network effects influence the success of digital marketplaces?	[L2][CO4]	[6M]
	b)	Explain the role of customer relationship management (CRM) in e-business strategies.	[L2][CO4]	[6M]
8		What are the emerging trends shaping the future of e-business (e.g., AI, personalization)?	[L2][CO4]	[12M]
9		How can small businesses leverage internet-based models to compete globally?	[L2][CO4]	[12M]
10	a)	Describe the difference between B2B and B2C strategies in online environments.	[L2][CO4]	[6M]
	b)	Why is scalability an important consideration in designing e-business applications?	[L2][CO4]	[6M]

UNIT - V**E-BUSINESS INFRASTRUCTURE AND E-MARKETING**

1	a)	What is the essential hardware components required for e-business operations?	[L2][CO5]	[6M]
	b)	Explain the role of system software (OS, servers, databases) in supporting e-business.	[L2][CO5]	[6M]
2		How do Internet Service Providers (ISPs) contribute to e-business infrastructure?	[L2][CO5]	[12M]
3	a)	What factors should be considered when managing e-business application infrastructure?	[L2][CO5]	[6M]
	b)	Define e-marketing and distinguish it from traditional marketing.	[L2][CO6]	[6M]
4		Explain the key elements of an e-marketing plan.	[L2][CO6]	[12M]
5	a)	What are common e-marketing tactics used by online businesses?	[L2][CO6]	[6M]
	b)	How does search engine optimization (SEO) support e-marketing strategies?	[L2][CO6]	[6M]
6		Describe the role of social media in modern e-marketing.	[L2][CO6]	[12M]
7	a)	Why is customer segmentation important in digital marketing campaigns?	[L2][CO6]	[6M]
	b)	Explain how email marketing fits into an overall e-marketing strategy.	[L2][CO6]	[6M]
8		What is the significance of analytics in measuring e-marketing effectiveness?	[L2][CO6]	[12M]
9		How do content marketing and influencer marketing enhance online brand presence?	[L2][CO6]	[12M]
10	a)	Discuss the challenges of cross-platform e-marketing consistency.	[L2][CO6]	[6M]
	b)	How does infrastructure reliability impact customer experience in e-business?	[L2][CO6]	[6M]

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