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**Roll No. \_\_\_\_\_\_\_\_\_\_\_\_**

**MBA-3362**

**M.B.A. (III Semester) Examination, Dec-2018**

**BUSINESS ADMINISTRATION**

**E-BUSINESS**

*Time Allowed: Three Hours] [Maximum Marks: 70*

**Note:** Answer **all** questions.

**Q. 1.** Attempt any **six** of the following. **5\*6=30**

1. Compare online and traditional transaction in terms of richness.
2. What factors will contribute to greater Internet penetration in India households? Discuss.
3. Why were so many entrepreneurs drawn to start business in the online retail sector initially? Explain.
4. What makes the difference between profitable and unprofitable online business today?
5. What is the difference between a supply push and a demand pull sales model? Why do most manufacturer-direct firms have difficulty switching to one of these?
6. What are some of the differences in providing services in an online environment? What factors differentiate the services sector from the retail sector? Discuss.
7. Elaborate various drivers affecting growth in mobile commerce in Indian scenario?
8. Discuss the impact of online banking on consumer behaviour.

**Q.2.** How has the unique features of e-commerce technology changed industry structure? Elaborate with the help of example. **10**

**OR**

Discuss the four generic business strategies for achieving a profitable business with the help of examples?

**Q.3.** Classify different types of e-commerce business model with suitable example. Why is it difficult to categorize e-commerce business models? Discuss. **10**

**OR**

Discuss advantages and disadvantages of using cash as a form of payment.

**Q.4.** What are key success factor for B2B hubs? How are they different from portals? Discuss. **10**

**OR**

Describe Paytm business model. Discuss the main drivers of its success?

**Q.5.** What kinds of products are most suited to being advertised online? Describe various reasons why online advertising constitutes very low in total advertising market. **10**

**OR**

There is some controversy surrounding paid placements on search engines. What are the issues surrounding paid placement search engines? Why might consumers object to this practice? Discuss.