January 2015

Master of Business Administration (MBA) Examination

I Semester

IT and E-Business Fundamentals

Time : 3 Hours]   [Max. Marks : 80

Note : Attempt any five questions. All questions carry equal marks.

1. Explain any two : (a) Header Footer and Footnote.
   (b) Mail Merge.   (c) What if Project ?

2. (a) Describe various slide views in Power Point.
   (b) Briefly describe the technological infrastructured required for e-Business.

3. Explain with examples .
   (a) B to B   (b) B to C   (c) C to C
   (d) G to G   (e) G to C   (f) P to P.

4. Explain the various method of payment used in internet.

5. What are the dimension of security in e-Environment ? Explain cryptography method.

6. What are the difference between Electronic Data interchange and E-Mail ? Explain architecture EDI.

7. Prepare a Online Marketing Plan for a product of your choice.

6. Write short note on : (any two)
   (a) Portals and Vortals, (b) SEO, (c) Wireless Technology.

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