

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2024
(Fifth Semester)

Common to Branches – BUSINESS ADMINISTRATION/ BUSINESS
ADMINISTRATION(IS)/ BUSINESS ADMINISTRATION(RM)

E- BUSINESS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Which e -business model involves business selling products or services to other business over the internet?
(i) B2B (Business-to-business) (ii) B2C (Business-to-consumer)
(iii) C2C (consumer -to-consumer) (iv) C2B (consumer-to-business)
2. -----characteristic of an effective E-business strategy
(i) Flexibility and adaptability (ii) centralized decision- making
(iii) static business model (iv) limited customer engagement
3. What is the main goal of using collaborative technologies in E-business?
(i) Reducing the need for teamwork (ii) increasing data security
(iii) enhancing communication and productivity
(iv) eliminating the need for face-to-face meetings
4. Which stage of the procurement process is typically improved through E-procurement?
(i) Invoice processing (ii) supplier negotiations
(iii) manual document filling (iv) purchase order creation
5. Which channel is commonly used for customer interactions in E-CRM?
(i) Social media (ii) Traditional mail
(iii) Fax (iv) social media

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a) Explain the elements of e business.
OR
b) outline the characteristics of e business.
7. a) Analyse the need for strategic alignment.
OR
b) Explain in detail the levels of e business strategy.
8. a) Describe the role of enterprise information system in e business.
OR
b) Describe the collaborative technologies of e business.

Cont....

9. a) Explain in detail the purchasing process in e procurement.
OR
b) Discuss how E- procurement streamlines the procurement process, enhances cost saving and facilitates better supplier management.
10. a) Describe the functions of viral marketing.
OR
b) Discuss the effects of e business technologies on marketing strategy.

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 6 = 30)

- 11.a) Explain the concept of E-business and its significance in today's digital economy.
OR
b) Differentiate between e business and e commerce.
- 12.a) Elucidate the classifications of e business models.
OR
b) Enumerate the success factors for implementation of e business strategies.
- 13.a) Analyse in detail e business design and phases.
OR
b) Identify the strategies to solve collaborative technical issues.
- 14.a) Analyse in detail e procurement process.
OR
b) Discuss the components of e procurement systems.
- 15.a) Analyse the challenges and opportunities in E- business.
OR
b) Discuss the digital marketing tools used by marketers to socialize their products and services.

Z-Z-Z END