

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)  
**BBA DEGREE EXAMINATION DECEMBER 2025**  
(Fifth Semester)

Branch – **BUSINESS ADMINISTRATION**  
**E-BUSINESS**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which one of the following is a kind of commercial activity carried out through a computer based network? a) Modern business    b) Computer business c) Electronic business    d) Global business	K1	CO1
	2	Which one of the following is a challenge of E-Business? a) Cost-effectiveness    b) Scalability d) Increased efficiency    d) Competition	K1	CO1
2	3	What are the key aspects of strategic alignment? a) Mission    b) Vision c) Set of Goals    d) All a, b & c	K2	CO2
	4	B2C stands for _____. a) Business to Corporate b) Business to Consumer c) Business to Company d) Business to Corporation	K2	CO2
3	5	_____ is a global information system. a) WWW    b) EDI c) DBMS    d) RTI	K2	CO3
	6	EDI stands for Electronic Data _____. a) Integrated    b) Interchange c) Industry    d) Internet	K2	CO3
4	7	_____ is also known as supplier exchange. a) Data management    b) E-Mail c) E-Procurement    d) Business strategy	K3	CO4
	8	_____ provides information on products and services sold by a vendor. a) Electronic signal    b) Electronic catalog c) Electronic mail    d) solution	K3	CO4
5	9	_____ is the art and science of getting pages to rank higher in search engines. a) Search engine optimization b) Technology enabled CRM c) Digital token d) Value creation	K1	CO5
	10	refers to the analysis of the role that internet plays in what philosophers call the development of the good life. a) Internet ethics    b) Marketing ethics c) Trade ethics    d) Data ethics	K1	CO5

Cont...

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks  $(5 \times 7 = 35)$ 

Module No.	Question No.	Question	K Level	CO
1	11.a.	Describe the characteristics of E-Business.	K1	CO1
		(OR)		
	11.b.	What are the inhibitors of the adoption of E-Business?		
2	12.a.	Recall the types of E-Business relationships.	K2	CO2
		(OR)		
	12.b.	Summarize the levels of E-Business strategy.		
3	13.a.	Find out the key steps in EDI process.	K3	CO3
		(OR)		
	13.b.	Identify the technological challenges faced by E-Business.		
4	14.a.	Analyze the key features and benefits of internet based e-catalog systems.	K4	CO4
		(OR)		
	14.b.	Write a detailed note about the 'Digital token based E-Payment system'.		
5	15.a.	Write the common issues in website naming.	K5	CO5
		(OR)		
	15.b.	"Marketers face many ethical dilemmas". Justify this statement.		

**SECTION - C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks  $(3 \times 10 = 30)$ 

Module No.	Question No.	Question	K Level	CO
1	16	Elucidate the roles and challenges faced by E-Business.	K1	CO1
2	17	Summarize the success factors for implementation of E-Business strategies.	K2	CO2
3	18	Identify the role of enterprise information system in E-Business.	K3	CO3
4	19	Analyze how value creation and supply chain efficiencies work together.	K4	CO4
5	20	Formulate the opportunities and challenges in E-Business.	K5	CO5