

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026
(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	_____ enables businesses to develop new products and services and create innovative business models. a) Global business b) Computer business c) Electronic business d) Modern business	K1	CO1
	2	E-Business always faces _____. a) Cost-effectiveness b) Scalability d) Increased efficiency d) Competition	K1	CO1
2	3	One of the key component of E-Business strategy is a) Analyzing the market b) Avoiding technology c) Destruction of digital world d) Under performance	K2	CO2
	4	What are the key aspects of strategic alignment? a) Mission b) Vision c) Set of Goals d) All a,b&c	K2	CO2
3	5	B2B stands for _____. a) Business to Buy b) Business to Business c) Business to Buyer d) Business to Bank	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	_____ is a multi-functional service for product search in online stores and price comparison. 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) Value creation c) Digital token d) Technology enabled CRM	K1	CO5
	10	Which one of the following is a challenge face by E-Business? a) Cyber security threat b) Marketing ethics c) Lower operating cost d) 24/7 availability	K1	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Describe the elements of an E-Business solution.	K1	CO1
	(OR)			
	11.b.	Distinguish between E-Business and E-Commerce.		
2	12.a.	Summarize the different models of E-Business.	K2	CO2
	(OR)			
	12.b.	Recall the levels of E-Business strategy.		
3	13.a.	Identify role of enterprise information system in E-Business.	K3	CO3
	(OR)			
	13.b.	Find out the key steps in EDI process.		
4	14.a.	Analyze how value creation and supply chain efficiencies work together.	K4	CO4
	(OR)			
	14.b.	Write a note about the 'Digital token based E-Payment system'.		
5	15.a.	"E-Business protects consumer data and financial information". Justify this statement.	K5	CO5
	(OR)			
	15.b.	Write the common issues in website naming.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the impact of E-Business in the recent business scenario.	K1	CO1
2	17	Extend the success factors for implementation of E-Business strategies.	K2	CO2
3	18	Identify the technological challenges faced by E-Business.	K3	CO3
4	19	Critically examine the key features and functionality of internet based e-catalog systems.	K4	CO4
5	20	Discuss the opportunities and challenges in E-Business.	K5	CO5