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Question Paper Code: CMB402



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

MBA III Semester End Examinations (Regular) - January, 2018

Regulation: IARE-R16

E-MARKETING

Time: 3 Hours

(MBA)

Max Marks: 70

Answer ONE Question from each Unit

All Questions Carry Equal Marks

All parts of the question must be answered in one place only

UNIT – I

1. (a) Elaborate the factors responsible for development of E commerce in India. [7M]
(b) Discuss the international nature of e-commerce. [7M]
2. (a) Compare and contrast the traditional business with electronic commerce in a book shop business. [7M]
(b) Discuss how E-Commerce is helpful to business success. [7M]

UNIT – II

3. (a) Discuss the security requirements of Internet and E-commerce applications and how these requirements are fulfilled by various hardware and software systems. [7M]
(b) The public is highly concerned with the safety of e-payment. What are the specific measures put forward in the guidance in this respect? [7M]
4. (a) Discuss the types of E-commerce architecture in detail with the help of a diagram. [7M]
(b) Write a note on ethical and social issues in E-Commerce. [7M]

UNIT – III

5. (a) What is online marketing? Highlight some advantages and disadvantages. [7M]
(b) Write about the major methods of internet advertisement and discuss how product comparison process can be used as an opportunity of advertisement. [7M]
6. (a) How does internet based advertising capable of competing with commercial advertising? [7M]
(b) Explain how SCM can be used to renovate the businesses using E-commerce. [7M]

UNIT – IV

7. (a) Explain how E-Commerce facilitates customization of products and services. [7M]
(b) Explain education web enabled service with respect to time saving, efforts of the user, convenience and quality factors. [7M]
8. (a) Write in detail about how tourism industry can gain advantage in its economics using E-commerce. [7M]
(b) Write a note on online entertainment and e-learning. [7M]

UNIT – V

9. (a) Define mobile commerce and explain its latest trends. [7M]
(b) Discuss the growth of mobile commerce in the competitive environment. [7M]
10. (a) Explain the best practices for advertising in mobile commerce. [7M]
(b) Discuss the different models of mobile payment in the current scenario. [7M]