

S.No. 1519

08UBX07

(For the candidates admitted from 2008 – 2009 onwards)

B.B.A. (CA) DEGREE EXAMINATION,  
APRIL/MAY 2018.

Third Semester

E-BUSINESS

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. What is Internet?
2. What is newsgroup?
3. Write short notes on CRM.
4. What do you mean by Internet?
5. Define MS Word.
6. Define MS. Excel.
7. What is Online Market Place?
8. What is distribution chain?

9. Define Website.

10. What is online business?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Write a brief note on FTP.

Or

(b) Describe about the browsing the world wide web.

12. (a) What are the features of eCRM?

Or

(b) List out the components eCRM strategy.

13. (a) How to add data form in MS Excel?

Or

(b) How to insert a formula in a table cell in MS Word?

14. (a) What are the types of e-market place?

Or

(b) Briefly explain the advantages of online marketplaces for your business.

15. (a) What are the types of web-sites?

Or

(b) Describe about the One to one marketing strategy.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. What are the services provided by Internet Technology? Explain.

17. Discuss about the major differences between CRM and eCRM.

18. Explain the applications available in MS Office.

19. What are the advantages and disadvantages of distribution chain? Explain in detail.

20. Discuss about the objectives of developing commercial websites.