

This question paper contains **2** printed pages]

**Roll No.**

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S. No. of Question Paper : **3406**

Unique Paper Code : **6132394801**

Name of the Paper : **E-Business Management in MSMEs**

Name of the Course : **B.A. (VS) Small and Medium Enterprises**

Semester : **VIII**

Duration : **3 Hours**

Maximum Marks : **90**

*(Write your Roll No. on the top immediately on receipt of this question paper.)*

*Attempt any five questions.*

*All questions carry equal marks.*

1. Define e-business and e-commerce. Discuss their advantages and disadvantages for MSMEs with suitable examples.
2. Explain the key elements of an e-business model. How do these elements contribute to business success ?
3. Analyze the forces driving the growth of e-commerce and their implications for MSMEs.
4. Explain different types of cyber-attacks such as hacking, sniffing and cyber vandalism. How can organizations protect themselves ?
5. Discuss the concept, types and features of e-marketplaces. How do they benefit small businesses ?

P.T.O.

6. Discuss the objectives and key provisions of the Information Technology Act, 2000 in the context of e-commerce.
7. Compare outsourcing and in-house development of e-commerce websites. Which option is more suitable for MSMEs and why ?
8. Write short notes on any *two* of the following :
  - (a) Types of Auctions in E-commerce
  - (b) Encryption Techniques
  - (c) Funding Options for Startups.