

MBCN 4003

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Fourth Semester

General

INFORMATION TECHNOLOGY AND E-BUSINESS
(2012-2013 Batch onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. Briefly explain components of an information system.
2. Explain in short the managerial challenges of information technology.
3. Briefly describe the concepts Data Warehouse, Data Mining.
4. What are the types of databases?
5. List out the relevance of information technology in business.

6. Briefly describe cross-functional enterprise system.
7. What do you mean by system development cycle?
8. Write short notes on types of security threats in IT.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Define Information Technology. Elaborate its uses and advantages.
10. Elaborate on trends and business value of telecommunication networks.
11. Discuss e-business models in detail.
12. Explain CRM and SCM through suitable examples.
13. Define E-Commerce and explain its processes in detail.
14. Write in detail the development process of business strategies

Case questions :

- (a) What is eBay's business model and business strategy? How successful has it been?
- (b) What are the problems that eBay is currently facing?
- (c) How is eBay trying to solve these problems?
- (d) What management, organization, and technology factors play a role in eBay's response to its problems?

15. Discuss in detail the ethical and social responsibilities of a business.

16. Elaborate on Cultural, Political and Geoeconomic challenges of global information technology strategies.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case Study : E-commerce at eBay

eBay.com is an online auction service whose business model is ideally suited to the Web. eBay stores no inventory and ships no products. Instead, it derives its revenue from the movement of information, an ideal task for the Internet. eBay has mass appeal because its fully automated auction service helps buyers and sellers trade high-end articles, such as fine art, automobiles, and jewelry, as well as more mundane and practical items, such as clothing, consumer electronics, and house wares. Users can list their goods under more than 30 main categories and tens of thousands of subcategories.

The success of eBay relies on a unique formula. eBay derives the bulk of its revenue from fees and commissions associated with its trading services. This revenue, however, is only made possible by the hundreds of thousands of people who put time and effort into selling goods on eBay but do not work for the company. Nearly half a million people rely on eBay auctions as their main source of income. The seller pays an insertion fee for listing goods that operates on a sliding scale. A portion of eBay's revenue also comes from direct advertising on the site, as well as end-to-end service providers whose services increase the ease and speed of eBay transactions. The acquisition of PayPal, whose service enables the exchange of money between individuals over the Internet-brings additional transaction-based fee revenue. PayPal charges the recipients of payments a flat fee plus a percentage of the total transaction size and has more than 70 million user accounts. eBay's growth strategy focuses on expansion in geography and scope and on continuing innovation to enhance the variety and appeal of products on its sites. eBay has taken its model to numerous foreign markets and been successful, particularly in England, France, and Germany. It is also working hard to gain a foothold in the Chinese online auction market.

eBay is betting heavily that Internet telephony will become an integral part of the e-commerce experience and accelerate trade on its Web site. The service could potentially generate \$3.5 billion in revenue from markets that eBay traditionally had trouble penetrating, such as real estate, travel, new-car sales, and expensive collectibles. Those markets require more communication among buyers and sellers than eBay currently offers and Skype will provide voice communication services to help. Internet companies such as Google and Microsoft are now offering VoIP services, and VoIP may become a required capability for all major companies that do business online. Even though eBay has taken steps to prohibit the listing of certain items, it may be liable if its members nonetheless manage to use it to sell unlawful goods, such as weapons, drugs, alcohol, adult material, and cigarettes, or if its members defame or libel one another in eBay's Feedback Forum. With online crime becoming more and more sophisticated, the onus is on eBay to provide its users with a secure trade environment. Some users, and former users, believe that the company has not adequately addressed the issue of fraud. The growing scale of eBay makes Fraud protection prohibitive. eBay insists that the percentage of listings on its site that are fraudulent is tiny and that the success of the marketplace bears that out.