

# E-BUSINESS



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**Gitam university mba E-BUSINESS SOLVED PAPERS AND GUESS**

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**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2019-20**

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**UNIT-II:** Introduction to M-Commerce: Benefits & limitations of mcommerce, consumer perspective, business model of Electronic Marketing - B2B, B2C.

**UNIT-III:** On line Advertising Methods: Electronic payment system, security schemes in electronic payment systems, security measures in the electronic payment system-firewall.

**UNIT-IV:** Encryption: Decryption and Digital Signature Electronic Credit Card System on the Internet -Smart Card.

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