

**MASTER OF BUSINESS ADMINISTRATION
THIRD SEMESTER
DIGITAL BUSINESS - I
MBA – 302**

**SET
B**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

Marks: 20

(Objective)

Choose the correct answer from the following:

1 × 20 = 20

1. Retargeting in digital marketing is used to:
 - a. Target new users only
 - b. Display ads to users who have already visited your website
 - c. Send emails to employees
 - d. Block competitor's ads
2. Which metric measures how many people clicked on your ad after seeing it?
 - a. Click Through Rate (CTR)
 - b. Return on Investment (ROI)
 - c. Bounce Rate
 - d. Conversion Rate
3. Which of the following is a key advantage of digital marketing over traditional marketing?
 - a. Higher cost
 - b. Wider reach and better targeting
 - c. Requires physical presence
 - d. Limited audience
4. Direct mail, billboards and flyers are examples of:
 - a. Digital marketing
 - b. Traditional marketing
 - c. Content marketing
 - d. Social media marketing
5. A small e-commerce store wants to increase sales for its new product launch. They have a limited budget and want to target customers who have previously visited their website but did not make a purchase. Which online paid advertising strategy would be most effective in this situation?
 - a. Run a display ad campaign on general websites.
 - b. Use search engine ads targeting broad keywords.
 - c. Implementing a remarketing campaign on social media and Google Ads.
 - d. Start an influencer marketing campaign.
6. A news website gets most of its traffic from mobile users. Pages load slowly on phones, causing users to leave. What SEO action is best?
 - a. Increase the number of ads.
 - b. Improve mobile page speed and responsiveness.
 - c. Focus only on desktop SEO.
 - d. Use more images without optimization.

7. Which of the following best describes a long-tail keyword?
 - a. A single word keyword with very high search volume.
 - b. A short, generic keyword with very high search volume.
 - c. A specific, multi-word keyword that targets a niche audience.
 - d. A keyword that is irrelevant to the content.
8. Internal linking helps with:
 - a. Increasing website authority through external backlinks.
 - b. Helping search engines crawl and index pages.
 - c. Social media promotion.
 - d. Buying ads for ranking.
9. Which of the following is an off-page SEO activity?
 - a. Using proper heading tags.
 - b. Adding internal links.
 - c. Building high-quality backlinks.
 - d. Optimizing images.
10. Keyword stuffing in SEO means:
 - a. Repeating keywords excessively to manipulate search rankings.
 - b. Naturally using keywords in headings and content.
 - c. Optimizing images with relevant alt text.
 - d. Writing content without using any keywords.
11. What of the following best defines a business model in e-commerce?
 - a. A plan for how to use internet for communication.
 - b. A framework that explains how a business creates, delivers, and captures value online.
 - c. A marketing strategy for social media.
 - d. A payment gateway used for online transactions.
12. Amazon primarily operates under which e-commerce model?
 - a. C2C
 - b. B2B
 - c. B2C
 - d. G2B
13. A software company uses Google Workspace to manage emails, cloud storage, and online meetings for its employees. Which type of digital platform does this represent?
 - a. E-commerce platform
 - b. Social networking platform
 - c. Cloud-based collaboration platform
 - d. Digital Marketing platform
14. In B2A model, businesses often provide services like:
 - a. Entertainment and media
 - b. Government software solutions, data management and IT support.
 - c. Personal shopping
 - d. Delivery of Groceries.
15. A retail company accepts online payments, tracks inventory digitally, and delivers products directly to customer's doors. This is an example of:
 - a. Offline business
 - b. Wholesale business
 - c. Retail e-commerce
 - d. Financial e-commerce

16. A company uses IoT-enabled sensors to monitor machine performance and store real-time data on the cloud. Which type of system is this?
- a. Embedded and monitoring system
 - b. Personal computer
 - c. Tablet
 - d. Offline database
17. What is the main benefit of using expert systems in online advertising?
- a. Increased cost
 - b. Manual control over every ad
 - c. Automation and intelligent decision-making for ad placement
 - d. Limiting data usage
18. Which of the following is a key feature of an Executive Information System (EIS)?
- a. Complex programming interface
 - b. Real-time data access and visualization
 - c. Lack of external data integration
 - d. Focus only on financial data
19. A system that handles daily routine transactions such as payroll, billing and inventory is called:
- a. Decision Support System (DSS)
 - b. Transaction Processing System (TPS)
 - c. Executive Information System (EIS)
 - d. Knowledge Management System (KMS)
20. An IT company installs a database management system (DBMS) to manage and retrieve client information efficiently. This represents which type of system?
- a. Data communication system
 - b. Data storage and management system
 - c. Presentation system
 - d. Virtual reality system
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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

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| 1. What do you understand by digital business? What are the different forms of digital business? | 4+6=10 |
| 2. What are the different forms of e-commerce? Explain with a relevant example about the billing system in a mall. | 5+5=10 |
| 3. What are the four information equations? Data and information are often used in tandem, how do you define data and information? Explain with a neat illustration the information systems across an enterprise. | 2+3+5=10 |
| 4. What does DSS refer to? Explain with a neat illustration the different components of a DSS. | 3+7=10 |
| 5. Explain the role of social media marketing in building brand awareness. Define web analytics and its importance in Digital marketing. Explain the step-by-step process of web analytics from data collection to optimization. | 2+3+5=10 |
| 6. Define Digital Marketing. Highlight the differences between Traditional Marketing and Digital Marketing. What does PPC stand in Digital marketing? Why are negative keywords important in PPC campaigns? | 2+4+2+2=10 |
| 7. What do you mean by SEO? How SEO works? What are 'keywords' and why they are important in SEO? | 2+4+4=10 |
| 8. A new blog on healthy recipes is not getting much traffic from search engines, even though the content is original and high-quality. The owner notices that the website pages are not ranking for relevant keywords. Which SEO strategy should they prioritize first and why? What do you mean by keyword spamming? Pen down the differences between on-page and off-page SEO. | 3+2+5=10 |

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