

**MASTER OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
DIGITAL BUSINESS-II
MBA – 402**

**SET
C**

[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 min.

(Objective)

Marks: 20

Choose the correct answer from the following:

1×20=20

1. One major benefit of ERP is:
 - a. Integrated business processes
 - b. Manual accounting
 - c. Reduced operational visibility
 - d. Redundant data entries
2. SCM tools are useful in:
 - a. Automating marketing campaigns
 - b. Enhancing customer feedback
 - c. Demand forecasting and inventory control
 - d. Preparing financial statements
3. Which system helps in managing relationships with suppliers, distributors, and customers?
 - a. HRM
 - b. ERP
 - c. SCM
 - d. CRM
4. ERP systems are mainly used to
 - a. Promote marketing strategies
 - b. Integrate core business processes
 - c. Control external transactions only
 - d. Manage customer relationships
5. What is disintermediation in the context of e-business?
 - a. Adding more layers to the supply chain
 - b. Decreasing marketing efforts
 - c. Outsourcing manufacturing
 - d. Removing intermediaries from the value chain
6. Which strategic approach focuses on delivering highly personalized products using e-business platforms?
 - a. Mass customization
 - b. Mass production
 - c. Cost leadership
 - d. Vertical integration

7. Which technology is essential for ensuring secure e-business transactions?
 - a. XML
 - b. Blockchain
 - c. Antivirus Software
 - d. Email
8. Which of the following is NOT a component of the e-business value chain?
 - a. Procurement
 - b. Customer Service
 - c. Government Regulation
 - d. Fulfilment
9. Salami Attack" typically involves:
 - a. Spreading malware via email attachments
 - b. Skimming micro amounts from many accounts
 - c. Defacing government websites
 - d. Phishing for login credentials
10. Which agency's rules govern the blocking of unlawful online content?
 - a. RBI
 - b. IRDAI
 - c. TRAI
 - d. Ministry of IT under IT Act Rules
11. Cyber stalking differs from harassment via email in that it:
 - a. Uses physical threats only
 - b. Requires malware installation
 - c. Involves repeated and unwanted online surveillance
 - d. Is always non-criminal
12. Which of the following is a "Target Cyber Crime"?
 - a. Using a computer to plan a bank robbery
 - b. Hacking into a computer to steal data
 - c. Sending a threatening email
 - d. Distributing pirated software via CDs
13. Client-server network security best practice includes:
 - a. Network segmentation
 - b. Disabling all firewalls
 - c. Ignoring software patches
 - d. Open guest Wi-Fi for all users
14. AVS in e-commerce stands for:
 - a. Address Verification System
 - b. Anti-Virus Scanner
 - c. Asset Value Score
 - d. Application Validation Service
15. Malware includes all of these except:
 - a. Spyware
 - b. Trojan horse
 - c. Ransomware
 - d. SSL certificate

16. A DDoS attack aims to:
- a. Steal encryption keys
 - b. Redirect DNS entries
 - c. Overwhelm servers with fake requests
 - d. Forge digital signatures
17. Which body issues operational guidelines for UPI, IMPS, and BBPS?
- a. SEBI
 - b. IRDAI
 - c. NPCI
 - d. TRAI
18. NEFT settlements occur in:
- a. Real-time gross mode
 - b. 23 half-hourly batches
 - c. Continuous gross settlement
 - d. 10-minute intervals
19. A payment gateway's main role is to:
- a. Store inventory data for merchants
 - b. Authorize and route online payment data securely
 - c. Issue credit and debit cards
 - d. Manage customer service queries
20. Which of the following best defines an Electronic Payment System (EPS)?
- a. A platform for physical cheque clearing
 - b. A paper-based voucher system
 - c. A manual ledger reconciliation process
 - d. A mode of payment over an electronic network

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(Descriptive)

Time: 2 hr. 30 mins.

Marks: 50

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

1. a) Compare and contrast six different e-payment modes (debit card, creditcard, prepaid card, net banking, e-wallet, and UPI) in terms of cost, speed, accessibility, and risk. 6+4=10
b) For a small online retailer, recommend the two most suitable payment modes and justify your choices.
2. a) Outline the architecture and functions of a payment gateway in e-commerce, and explain why it is critical for online sellers. 5+5=10
b) Describe the stages of the e-commerce order-fulfilment process and discuss two challenges companies face in ensuring timely delivery.
3. a) List and briefly explain four data and message security measures used in e-commerce. 4+6=10
b) Discuss how encryption, digital signatures (PKI), and access control mechanisms work together to ensure confidentiality, integrity, and non-repudiation of online transactions.
4. a) Discuss any four intellectual property protection tools and evaluate their role in securing a merchant's online assets. 4+6=10
b) Define Cyber-Crime and list its three broad categories.
5. a) Discuss the structural, personal, ideological, and economic motivations behind cybercrimes. 5+5=10
b) Critically analyze the features and objectives of the Information Technology Act, 2000.
6. a) Discuss the strategic planning process for E-business in detail. 5+5=10
b) Analyze the relevance of SWOT and PEST analysis in strategic planning for E-business.
7. a) Describe the key components of an effective E-business model. 5+5=10
b) State five differences between ERP and SCM.
8. a) Discuss the architecture of ERP systems. 5+5=10
b) What are the challenges in implementing ERP in large organizations? 5+5=10

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