

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

**SET  
D**

[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

**(Objective)**

Marks: 20

*Choose the correct answer from the following:*

*1 × 20 = 20*

1. \_\_\_\_\_ are computer-based system that are supposed to provide information to be used by or at least to support managerial decision making.
  - a. DSS
  - b. MSS
  - c. IRS
  - d. EIS
2. A \_\_\_ is a computer application used to support determinations, decisions, and courses of action in an organization or a business.
  - a. Decision Support System (DSS)
  - b. Transaction Process System
  - c. Executive Support System
  - d. None of the mentioned above
3. What are the links from other sites called?
  - a. Front links
  - b. Back links
  - c. Bound links
  - d. Hide links
4. \_\_\_\_\_, social media, mobile apps, and other digital channels are all examples of digital marketing used by companies.
  - a. Search Engine
  - b. Websites
  - c. Emails
  - d. All of the above
5. Which of the following key metrics is/are used by search engines?
  - a. Links
  - b. Content
  - c. Page Structure
  - d. All of the above
6. Uniform Electronic Transactions Act belongs to
  - a. United States
  - b. United Nations
  - c. India
  - d. China
7. EDI requires
  - a. Representation of common business documents in computer readable forms
  - b. Data entry operators by receivers
  - c. Special value added networks
  - d. Special hardware at co-operating Business premises
8. SEM means \_\_
  - a. Search engine marketing
  - b. Social engine marketing
  - c. Super e-marketing
  - d. strategic email marketing

9. Which of the following is categorized as a major Business-to-Consumer business model?
  - a. Service provider
  - b. Transaction broker
  - c. Industry consortium
  - d. Content provider
10. Which dimension of e-commerce enables commerce beyond the boundaries of the country?
  - a. Richness
  - b. Interactivity
  - c. Global Reach
  - d. Ubiquity
11. Which of the following describes the definition of electronic Commerce?
  - a. Doing business
  - b. Sale and purchase of goods
  - c. Doing business electronically
  - d. All of the above mentioned
12. A DSS gathers and analyzes data, produce it to create comprehensive information
  - a. Documents
  - b. Reports
  - c. Sheets
  - d. Papers
13. A \_\_\_\_\_ is any guidance, procedure, or analysis tool that can be used to help support a decision
  - a. DST
  - b. EIS
  - c. MSS
  - d. DSS
14. Search engine optimization (SEO) is an effective method for \_\_\_\_\_ the ranking of websites in search engine results.
  - a. Increasing
  - b. Decreasing
  - c. Lowering
  - d. None
15. Which of the following is/are the type of SEO?
  - a. White Hat
  - b. Black Hat
  - c. Both A and B
  - d. None of the above
16. How many heading tags there could be?
  - a. 4
  - b. 5
  - c. 6
  - d. 7
17. PPC engines is called
  - a. Per -pay click
  - b. Pay- per click
  - c. Pay - pay click
  - d. None
18. EDI Stands for
  - a. Electronic Data Information
  - b. Electronic Data Interchange
  - c. E Commerce Data Interchange
  - d. E Commerce Data Information
19. Which of the following is importance of E-marketing?
  - a. Sell
  - b. Serve
  - c. Sizzle
  - d. All of these
20. Which among the following products is suitable for E-Commerce?
  - a. Books
  - b. Vegetables
  - c. All of these
  - d. None of these

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**(Descriptive)**

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Discuss how the National Digital Communications policy, 2018 has supplemented in increasing the reach of e-commerce to every sections of the society (give some relevant examples). 10
2. With the help of a diagram explain the information flow process of purchasing a metal cutting machine in the EDI version. 4+6=10
3. Mention any five advantages and five limitations of E commerce with example. 10
4. I) What is digital marketing? Discuss the Impact of digital marketing on business growth. 2+3+5=10  
II) Write short notes on (*any one*)  
a) E- mail Marketing  
b) Social Media Marketing
5. I) Mention the various key characteristics and capabilities of Decision Support System. 5+5=10  
II) Write short notes on (*any one*)  
a) Decision Support System (DSS)  
b) Management Support System (MSS)
6. Examine how E-Commerce giants like Amazon and flip-kart is creating a monopoly in the market and explain how ONDC (Open Network for Digital Commerce) can be a remedy to this problem. 5+5=10
7. What is search engine rank? Explain the working process of search engine. 3+7=10
8. Discuss any five advantages and disadvantages of EDI with examples. 10

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