**MASTER OF BUSINESS ADMINISTRATION**
**THIRD SEMESTER [SPECIAL REPEAT]**
**DIGITAL BUSINESS-I**
**MBA – 302**
[USE OMR SHEET FOR OBJECTIVE PART]

**SET**
**A**

Duration: 3 hrs.

Full Marks: 70

(**Objective**)

Time: 30 mins.

Marks: 20

*Choose the correct answer from the following:*

*1 ×20=20*

1. Which dimension of e-commerce enables commerce beyond the boundaries of the country?
   a. Richness
   b. Interactivity
   c. Global Reach
   d. Ubiquity

2. 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

3. 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

4. Which among the following products is suitable for E-Commerce?
   a. Books
   b. Vegetables
   c. All of these
   d. None of these

5. 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

6. Which of the following is importance of E-marketing?
   a. Sell
   b. Serve
   c. Sizzle
   d. all of these

7. SEM means __
   a. Search engine marketing
   b. Social engine marketing
   c. Super e-marketing
   d. strategic email marketing

8. EDI Stands for
   a. Electronic Data Information
   b. Electronic Data Interchange
   c. E Commerce Data Interchange
   d. E Commerce Data Information

9. Uniform Electronic Transactions Act belongs to
   a. United States
   b. United Nations
   c. India
   d. China

10. PPC engines is called
    a. Per –pay click
    c. Pay – pay click
    b. Pay- per click
    d. None

11. Which of the following key metrics is/are used by search engines?
    a. Links
    c. Page Structure
    b. Content
    d. All of the above

12. How many heading tags there could be?
    a. 4
    c. 6
    b. 5
    d. 7

13. _____, social media, mobile apps, and other digital channels are all examples of digital marketing used by companies.
    a. Search Engine
    c. Emails
    b. Websites
    d. All of the above

14. Which of the following is/are the type of SEO?
    a. White Hat
    c. Both A and B
    b. Black Hat
    d. None of the above

15. What are the links from other sites called?
    a. Front links
    c. Bound links
    b. Back links
    d. Hide links

16. Search engine optimization (SEO) is an effective method for _____ the ranking of websites in search engine results.
    a. Increasing
    c. Lowering
    b. Decreasing
    d. None

17. 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)
    c. Executive Support System
    b. Transaction Process System
    d. None of the mentioned above

18. A_____ is any guidance, procedure, or analysis tool that can be used to help support a decision.
    a. DST
    c. MSS
    b. EIS
    d. DSS

19. _____are computer-based system that are supposed to provide information to be used by or at least to support managerial decision making.
    a. DSS
    c. IRS
    b. MSS
    d. EIS

20. A DSS gathers and analyzes data, produce it to create comprehensive information _____.
    a. Documents
    c. Sheets
    b. Reports
    d. Papers

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## (Descriptive)

Time : 2 Hr. 30 Mins.                                                      Marks : 50

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

1.  With the help of a diagram explain the information flow process of        4+6=10
    purchasing a metal cutting machine in the EDI version.

2.  I)   What is digital marketing? Discuss the Impact of digital marketing   2+3+5=10
         on business growth.
    II)  Write short notes on (*any one*)
         a)  E- mail Marketing
         b)  Social Media Marketing

3.  I)   Mention the various key characteristics and capabilities of Decision  5+5=10
         Support System.
    II)  Write short notes on (*any one*)
         a)  Decision Support System (DSS)
         b)  Management Support System (MSS)

4.  What is search engine rank? Explain the working process of search          3+7=10
    engine.

5.  Discuss how the National Digital Communications policy, 2018 has             10
    supplemented in increasing the reach of e-commerce to every sections of
    the society (give some relevant examples).

6.  Mention any five advantages and five limitations of E commerce with         10
    example.

7.  Examine how E-Commerce giants like Amazon and flip-kart is creating        5+5=10
    a monopoly in the market and explain how ONDC (Open Network for
    Digital Commerce) can be a remedy to this problem.

8.  Discuss any five advantages and disadvantages of EDI with examples.        10

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