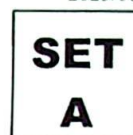


**MASTER OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
DIGITAL BUSINESS - II
MBA – 402**



[USE OMR SHEET 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. What is the purpose of reporting and analytics capabilities in an ERP system?
 - a. Managing customer relationships and interactions
 - b. Automating financial transactions and reporting
 - c. Optimizing supply chain and inventory management
 - d. Tracking and analysing sales and performance data
2. What is the primary purpose of an electronic payment system?
 - a. Ensuring data security
 - b. Reduction transaction cost
 - c. Enhancing convenience for users
 - d. All of the above
3. Which of the following is a potential challenge or drawback of implementing an ERP system?
 - a. High implementation and maintenance costs
 - b. Complex and time-consuming implementation process
 - c. Resistance to change from employees
 - d. All of the above
4. What is the purpose of human resources management modules in an ERP system?
 - a. Managing employee training and development programs
 - b. Automating marketing campaigns and lead generation
 - c. Tracking and analysing sales and revenue data
 - d. Optimizing procurement and inventory management
5. What is the role of production planning modules in an ERP system?
 - a. Managing customer relationships and interactions
 - b. Optimizing supply chain and inventory management
 - c. Automating financial transactions and reporting
 - d. Tracking and analysing website performance and user behaviour
6. Which of the following is a potential benefit of implementing an ERP system?
 - a. Increased employee productivity
 - b. Enhanced data security
 - c. Improved decision-making and planning
 - d. All of the above
7. What is the purpose of financial management modules in an ERP system?
 - a. Managing customer orders and deliveries
 - b. Tracking and analysing sales and revenue data
 - c. Optimizing procurement and inventory management
 - d. Automating payroll and expense management

8. What is the role of an ERP system in integrating different departments and functions within an organization?
 - a. Centralizing and standardizing data and processes
 - b. Managing employee training and development programs
 - c. Tracking and analysing website performance and user behaviour
 - d. Automating marketing campaigns and lead generation
9. Which of the following is a typical module or component of an ERP system?
 - a. Customer Relationship Management (CRM)
 - b. Learning Management System (LMS)
 - c. Content Management System (CMS)
 - d. Supply Chain Management (SCM)
10. What is the role of encryption in e-commerce?
 - a. Protecting customer data during transmission and storage
 - b. Monitoring and blocking suspicious network traffic
 - c. Preventing unauthorized access to physical server rooms
 - d. Verifying the authenticity of SSL certificates
11. Which security measure provides an additional layer of authentication beyond username and password?
 - a. Two-factor authentication (2FA)
 - b. Password hashing
 - c. Intrusion detection system (IDS)
 - d. Virtual private network (VPN)
12. What is a Distributed Denial of Service (DDoS) attack in e-commerce?
 - a. Unauthorized access to customer data
 - b. Manipulation of website content and prices
 - c. Overloading a website with traffic to make it unavailable
 - d. Intercepting credit card information during transactions
13. What is the purpose of a firewall in e-commerce?
 - a. Encrypting data transmitted between servers
 - b. Filtering network traffic to block unauthorized access
 - c. Verifying the authenticity of digital certificates
 - d. Monitoring and analysing website traffic
14. Which of the following is an effective measure to protect customer data in e-commerce?
 - a. Regularly updating software and patches
 - b. Storing customer data in plain text format
 - c. Sharing customer data with third-party vendors
 - d. Using weak passwords for administrative accounts
15. What is common security vulnerability in online payment systems?
 - a. Weak encryption algorithms
 - b. Insecure login credentials
 - c. Cross-site scripting (XSS) attacks
 - d. Distributed Denial of Service (DDoS) attacks
16. What is the primary purpose of an Enterprise Resource Planning (ERP) system?
 - a. Managing customer relationships and interactions
 - b. Automating financial transactions and reporting
 - c. Optimizing supply chain and inventory management
 - d. Analysing website performance and user behavior

17. What is Cyber Security?
- a. Cyber Security provides security against malware
 - b. Cyber Security provides security against cyber-terrorists
 - c. Cyber Security protects a system from cyber attacks
 - d. All of the mentioned
18. Which of the following is defined as an attempt to harm, damage or cause threat to a system or network?
- a. Digital crime
 - b. Threat
 - c. System hijacking
 - d. Cyber attack
19. _____ is concerned with the buying and selling information, products and services over computer communication networks.
- a. Commerce
 - b. E-Commerce
 - c. E-Business
 - d. None of the mentioned
20. Companies like Flipkart, Amazon and Myntra belong to which type of Ecommerce (EC) segment?
- a. B2B
 - b. B2C
 - c. C2C
 - d. C2B

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Write in brief about the Electronic Payment System? Explain with illustration any online payment process that you have undertaken in e-com platforms? 4+6=10
2. What are the major security issues in e-commerce? Explain in brief, the measures that an enterprise can take to prevent security threats? 5+5=10
3. Cyber Law, IT Law and Business Law are intertwined - Comment? What are the major challenges for Lawmakers in preventing cyber crimes? 6+4=10
4. What is Asset Standardization? How does it help prepare a sound e-business strategy? 5+5=10
5. Define (*any two*): 5×2=10
 - a) Business Process Reengineering
 - b) e-Transition
 - c) Cyber Crime
 - d) Business Model
6. Discuss in Brief the evolution of ERP? What are the steps for successful cloud ERD implementation? 4+6=10
7. Elaborate with appropriate illustration any of the following "design and implementation" process of ERP - SDLC or Prototyping? 10
8. Describe in short (*Any five*): 2×5=10
 - a) Environment Scanning
 - b) Industry Analysis Model
 - c) Payment Gateway
 - d) Order Fulfillment
 - e) Firewall
 - f) Digital Signature

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