

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

**SET
C**

[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. 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
2. 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
3. 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
4. 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)
5. 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
6. 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
7. 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

8. 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 |
9. 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 |
10. 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 |
11. 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 behaviour |
12. 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 |
13. 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 |
14. _____ 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 |
15. Companies like Flipkart, Amazon and Myntra belong to which type of E-commerce (EC) segment.
- | | |
|--------|--------|
| a. B2B | b. B2C |
| c. C2C | d. C2B |

16. 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)
17. 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
18. 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
19. 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
20. What is a 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

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Describe with relevant illustration a Traditional Billing Process. Design an Electronic Payment System for the same. 4+6=10
2. What do you understand by "Value Chain"? Discuss any business process in light of the same. 3+7=10
3. What do you understand by "Cyber Crime"? Discuss the prevention measures to be taken against cyber threats. 5+5=10
4. What are the main security threats? Explain prevention steps for any two. 5+5=10
5. What do you mean by ERP? Explain with the help of a neat illustration, the steps involved in ERP design. 4+6=10
6. Explain the concept of e business strategy. Prepare a strategy to initiate a Digital Business of your own. 4+6=10
7. Write short notes on Any four: 2.5×4=10
 - a) Payment Gateway
 - b) Trojan Horse
 - c) UPI
 - d) DSS
 - e) D2C
8. Elaborate upon Any two: 5×2=10
 - a) Evolution of ERP
 - b) Prototyping
 - c) Cyber Law
 - d) Firewall

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