

**MASTER OF BUSINESS ADMINISTRATION
THIRD SEMESTER [SPECIAL REPEAT]
DIGITAL BUSINESS-I
MBA – 302**

**SET
A**

[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

- Which of the following is a key characteristic of e-commerce?
 - Physical storefronts only
 - Cash only transaction
 - Face-to-face transactions
 - Online transactions
- What is the nature of e-commerce business transactions?
 - Only business-to-consumer (B2C)
 - Restricted to physical stores
 - Limited to local markets
 - Global and can be business-to-business (B2B) or business-to-consumer (B2C)
- What does m-commerce refer to in the context of e-commerce?
 - Merchandising through online platforms
 - Marketing through electronic channels
 - Manufacturing through electronic processes
 - Mobile commerce
- Which of the following is an example of a popular e-commerce platform?
 - Facebook
 - Amazon
 - Google
 - Netflix
- Which of the following is an example of a direct distribution channel in e-commerce?
 - Using a distributor to reach retailers
 - Collaborating with competitors
 - Selling through a third-party website
 - Selling directly to consumers through your own website
- What does the term "marketplace" refer to in the context of e-commerce?
 - A platform that connects multiple sellers and buyers
 - A specific payment method
 - A physical store
 - A type of advertising strategy
- What is the primary revenue source for the subscription-based business model in e-commerce?
 - Commission from sales
 - Advertising
 - Membership fees
 - Transaction fees

8. Which online marketing strategy focuses on improving a website's visibility in search engine results?
 - a. Search Engine Optimization (SEO)
 - b. Email Marketing
 - c. Social Media Marketing
 - d. Content Marketing
9. What is the purpose of email marketing in e-commerce?
 - a. Direct selling products
 - b. Enhancing website design
 - c. Improvement customer relationship
 - d. Building brand awareness
10. Which of the following is a common form of online advertising in e-commerce that involves paying a fee each time someone clicks on the ad?
 - a. Display advertising
 - b. Pay-per-click advertising
 - c. Social media advertising
 - d. Email advertising
11. What is the primary purpose of social media advertising in e-commerce?
 - a. Conducting market research
 - b. Building customer relationships and engagement
 - c. Increasing website security
 - d. Increasing website security
12. What is the primary benefit of using chatbots in e-commerce applications?
 - a. Improving email marketing campaigns
 - b. Generating website traffic
 - c. Providing real-time customer support and assistance
 - d. Enhancing website aesthetics
13. What is Electronic Data Interchange (EDI)?
 - a. An e-commerce platform
 - b. A form of digital currency
 - c. A network protocol
 - d. A method for exchanging business documents electronically
14. What types of documents can be exchanged through Electronic Data Interchange?
 - a. Business documents such as invoices, purchase orders, and shipping notices
 - b. Physical letters
 - c. Emails only
 - d. Social media posts
15. What is the significance of SEO (Search Engine Optimization) in e-marketing?
 - a. Maximizing social media followers
 - b. Managing computer system backups
 - c. Enhancing website aesthetics
 - d. Improving search engine rankings and visibility
16. What is the primary purpose of a Management Information System (MIS)?
 - a. Boosting online sales
 - b. Maximizing social media followers
 - c. Facilitating decision-making through the provision of relevant information
 - d. Enhancing website aesthetics
17. In computer system management, what is the purpose of a firewall?
 - a. Improving search engine rankings
 - b. Maximizing social media followers
 - c. Enhancing website aesthetics
 - d. Providing security by controlling access to and from a network

18. In a DSS, what role does data analysis play?
- a. Limited role in decision-making
 - b. Improving website design
 - c. Primary role in decision-making
 - d. Managing data storage only
19. What role does influencer marketing play in digital marketing strategies?
- a. Building relationships with industry influencers to promote products or services
 - b. Providing customer support
 - c. Managing computer system backups
 - d. Enhancing website design
20. What is the primary audience for Executive Information Systems (EIS)?
- a. Front-line supervisors
 - b. Middle-level managers
 - c. Operational-level employees
 - d. Top-level executives

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. What do you understand by "Digital Business"? Narrate your experience with the help of a flow diagram on any e-commerce transaction? 4+6=10
2. How is Digital Marketing different from Traditional Marketing? Explain with the help of relevant examples of any one among the 4P's of marketing? 5+5=10
3. Define (*any two*): 2×5=10
 - a) Business Process Re-engineering
 - b) Supply Chain Management
 - c) Customer Relationship Management
 - d) Search Engine Optimization
4. What is Electronic Data Interchange? How does it help today's business in context of Competition? 4+6=10
5. Discuss about the categories of Information System? What are the components of a Decision Support System? 5+5=10
6. Describe the architecture of an EDI as per your chosen example with the help of a flow diagram? How does EDI enhances the scope for Just in Time Approach? 5+5=10
7. With the help of a relevant example, explain the process of Search Engine Optimization? Discuss about different models of e-commerce? 4+6=10
8. Write in brief about (*any four*): 2.5×4=10
 - a) Payment Gateway
 - b) Process Time
 - c) Cycle Time
 - d) Search Engine

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