

MBA
THIRD SEM
DIGITAL BUSINESS-I
MBA – 302
(USE OMR FOR OBJECTIVE PART)

2024/11

**SET
C**

Duration: 3 hrs.

Full Marks: 70

Time: 20 min.

(Objective)

Marks: 20

1×20=20

Choose the correct answer from the following:

1. Which of the following is a primary function of an Information System (IS)?
 - a. Manufacturing products
 - b. Managing data to support decision-making
 - c. Increasing physical storage space
 - d. Reducing office staff
2. Which of the following best describes a Decision Support System (DSS)?
 - a. A system for making data entry easier
 - b. A system that assists in decision-making using data and analytical models
 - c. A manual record-keeping system
 - d. A system solely for customer service
3. An Expert System in Information Technology is designed to:
 - a. Replace human experts entirely
 - b. Store basic knowledge without reasoning
 - c. Mimic human decision-making using predefined rules
 - d. Control physical machinery
4. Which of the following first marked the start of the digital marketing era?
 - a. The launch of MySpace
 - b. The first banner ad in 1993
 - c. Google's launch of AdWords
 - d. Yahoo's creation of web search
5. Which of the following channels is considered a form of inbound marketing in digital marketing?
 - a. Newspaper ads
 - b. Social media posts
 - c. Billboards
 - d. Email marketing
6. What is the primary goal of affiliate marketing?
 - a. Increase offline store traffic
 - b. Increase sales and brand exposure through third-party promotion
 - c. Enhance website design and functionality
 - d. Drive direct interactions between merchants and customers

7. Which of the following platforms marked the true beginning of social media as we define it today?
 - a. MySpace
 - b. Facebook
 - c. Twitter
 - d. Instagram
8. Which metric measures the quality of a website's traffic?
 - a. Bounce Rate
 - b. Social media shares
 - c. Page views
 - d. Click through rate
9. The full form of SERP is
 - a. Search Engine Results Page
 - b. Social Engagement Results Page
 - c. Search Engine Review Process
 - d. Social Engagement Ranking Protocol
10. What is keyword research?
 - a. Analyzing competitors
 - b. Finding popular search terms
 - c. Optimizing website content
 - d. Developing social media strategies
11. What does SEO stand for?
 - a. Social Engine Operation
 - b. Search Engine Operation
 - c. Search Engine Optimization
 - d. Social Engine Optimization
12. Which business model focuses on providing access to products without transferring ownership?
 - a. Sharing model
 - b. On demand model
 - c. Ad-supported model
 - d. Subscription model
13. An ecosystem driver model in digital business refers to a company that
 - a. Controls only a portion of the supply chain
 - b. Provides plug-and-play services in ecosystems
 - c. Manages a platform connecting multiple products and services
 - d. Is restricted to one distribution channel
14. In the context of digital business, 'soft lock-in' refers to:
 - a. Making customers dependent on a single service provider due to lack of alternatives
 - b. Businesses restricting users from accessing other services
 - c. Automatically renewing customer subscriptions without their knowledge
 - d. Customers continuing to use a service due to familiarity and convenience
15. Which business model focuses on providing 'free' products or services while generating revenue through ads?
 - a. Freemium Model
 - b. Ad-Supported Model
 - c. Subscription Model
 - d. Peer-to-Peer Model

16. Which technology is used to personalize marketing messages in e-commerce?
 - a. Virtual Reality
 - b. Artificial Intelligence
 - c. Augmented Reality
 - d. Block chain
17. What does EDI stand for in e-commerce?
 - a. Electronic Data Interchange
 - b. Electronic Database Integration
 - c. Economic Digital Infrastructure
 - d. Enhanced Data Interaction
18. Which of these is an example of an E-Commerce security measure?
 - a. Dynamic pricing
 - b. Virtual try-ons
 - c. Tokenization
 - d. Inventory automation
19. Which E-Commerce category does Amazon primarily operate under?
 - a. C2C
 - b. C2B
 - c. B2B
 - d. B2C
20. Traditional web promotions primarily include:
 - a. Paid influencers
 - b. SEO, email marketing, and banner ads
 - c. Virtual reality ads
 - d. Interactive voice response (IVR)

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(Descriptive)

Time: 2 hr. 40 mins.

Marks: 50

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

1. Define digital business. Differentiate between the traditional business model and the digital business model. 2+8=10
2. a) Discuss the risks and barriers associated with adopting digital business strategies. How can companies mitigate these risks? 5+5=10
 b) Uber uses real-time data to adjust ride prices based on supply and demand. While this dynamic pricing model increases revenue, it sometimes leads to customer dissatisfaction during peak times. Discuss the advantages and disadvantages of dynamic pricing in a digital business model like Uber's and suggest ways to balance profitability with customer satisfaction.

3. a) Explain how augmented reality (AR) enhances the online shopping experience and reduces return rates for e-commerce businesses. Provide examples of its application in the fashion and furniture sectors. 5+5=10
- b) How can AI-powered chat bots improve customer service in e-commerce platforms?
4. a) Explain the concept of Information Systems (IS) and discuss its significance in modern business operations. 5+5=10
- b) Explain the differences between an Expert System, Artificial Intelligence (AI), and Artificial Intelligent Systems (AIS) in terms of functionality and application.
5. a) Describe the four Ps of marketing and their implications for digital marketing strategies. 5+5=10
- b) A small bookstore is considering whether to invest in digital or traditional marketing to reach a younger audience. Outline the benefits and drawbacks of each approach for their business.
6. a) Discuss the role of web analytics in digital marketing. 5+5=10
- b) A skincare brand wants to collaborate with a social media influencer to promote a new product. How should the brand select the influencer, and what type of posts would be effective?
7. a) Explain the difference between on-page and off-page SEO, giving examples of elements involved in each. 5+5=10
- b) Explain the long-tail concept in SEO and discuss how focusing on long-tail keywords can benefit a business's digital marketing strategy. Provide examples to illustrate your answer.
8. a) How do you define search engine spam in the context of SEO, and why is it considered a black hat practice? Provide examples of common search engine spam techniques that are used to manipulate search rankings. 5+5=10
- b) Describe how search engines work to rank websites, focusing on the role of bots and indexing.

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