

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

Duration : 3 hrs.

Full Marks: 70

Time : 20 min.

(PART-A: Objective)

Marks : 20

Choose the correct answer from the following:

1X20=20

1. Lack of proper management of funding and investment-related risk of the bank leads to.....
 - a. Liquidity risk
 - b. reputation risk
 - c. Strategic risk
 - d. none of these
2. The advantages of smart card is/are:
 - i. Biometric security
 - ii. Proper identification
 - iii. Fairly cheap and re-useable
 - iv. Come with cashback rewards
 - a. i, ii, iii
 - b. i, iii
 - c. i, ii, iii, iv
 - d. none of these
3. Debit card is.....
 - i. Store value card
 - ii. Prepaid card
 - iii. An alternative cash or cheque
 - iv. E-money
 - a. i, ii, iii
 - b. i, iii
 - c. iv
 - d. all of these
4. The feature of digital signature are:
 - i. Authentication
 - ii. Confidentiality
 - iii. Repudiation
 - iv. Integrity
 - a. i, ii, iii, iv
 - b. i, ii, iii
 - c. i, ii, iv
 - d. none of these
5. Example of Electronic Fund Transfer (EFT) are.....
 - i. Various bill payments
 - ii. Wire transfer
 - iii. Direct deposit
 - iv. automated ledger posting
 - a. i, ii, iii, iv
 - b. i, ii, iii
 - c. i, iii, iv
 - d. i, iii, iv

6. E-wallet is/are...
 - i. Secured with password
 - ii. Authenticates the holder's credentials
 - iii. Stores personal information
 - iv. Allows price comparison shopping
 - a. i, ii, iii, iv
 - b. i, ii
 - c. iii, iv
 - d. i, ii, iii
7. Which of the following is not an acceptable payment method for e-commerce transaction?
 - a. Net-banking Payment
 - b. Cheque Payment
 - c. Cash on Delivery Payment
 - d. Credit Card Payment
8. Which of the following is not a Cyber threats for the vendor?
 - a. Unprotected Online Transactions
 - b. Theft of goods in Transit
 - c. Phishing Attack
 - d. Theft of Personally Identifiable Information (PII)
9. Which of following law is primarily governing cyber-crime in India?
 - a. The Indian Contract Act (1872)
 - b. Income Tax Act (1961)
 - c. Goods & Services Act (2017)
 - d. Information Technology Act (2000)
10. Which of the following is a risk when using digital payment?
 - a. Data Theft
 - b. Stealing of Cash
 - c. Delay in Payment Processing
 - d. Difficult to trace record
11. _____ is NOT an example of Digital Business.
 - a. OYO Rooms
 - b. Reliance SMART
 - c. Ola
 - d. D Mart Ready
12. In credit card...
 - i. No immediate payment is required
 - ii. EMI is applicable
 - iii. Customers spend unnecessarily
 - iv. Payment can be made on emergencies only with the money available in the account
 - a. i, ii
 - b. i, ii, iii
 - c. iii, iv
 - d. all of these
13. Which of the following is not an advantage of E-Commerce?
 - a. E-commerce saves time
 - b. Delivers goods instantly
 - c. Accessible 24/7
 - d. Reduced marketing layers
14. Which of the following is not done by cyber criminals?
 - a. Unauthorized account access
 - b. Mass attack using Trojans as botnets
 - c. Email spoofing and spamming
 - d. Report vulnerability in any system

15. _____ is the payment facilitator through which customers shall make payments for their purchases?
- a. Payment Gateway
 - b. Payment Hub
 - c. Payment Agent
 - d. Payment Merchant
16. Which one is a threat for E-commerce?
- a. Trojan horse
 - b. Firewall
 - c. Encryption
 - d. None of the above
17. Secure communication means....
- a. Protect transmission of card number
 - b. Guarantee privacy of customers
 - c. Provision of unauthorized access of payment details
 - d. All of the above
18. What is the punishment in India for stealing computer documents, assets or any software's source code from any organization, individual, or from any other means?
- a. 6 months of imprisonment and a fine of Rs. 50,000
 - b. 1 year of imprisonment and a fine of Rs. 100,000
 - c. 2 years of imprisonment and a fine of Rs. 250,000
 - d. 3 years of imprisonment and a fine of Rs. 500,000
19. Which of the following is most useful control for addressing hacking threat for the company?
- a. Reconciliation of Transactions
 - b. Customer Awareness
 - c. Employee Training and Awareness
 - d. E-Commerce Return Policy
20. Which of the following is not a card issuing brand?
- a. VISA
 - b. Master Card
 - c. Rupay
 - d. SBI Card

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(PART-B : Descriptive)

Time: 2 HRS 40 MINS

Marks : 50

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

1. Discuss the role of technology transfer in the realm of digital business. Give an example of Indian Technology Transfer? 8+2=10

2. a. What do you mean by Electronic Payment System? 2+8=10
b. Discuss the risks and benefits associated with EPS.

3. a. Describe the most widely used EPS methods. 8+2=10
b. What are some of the ways to reduce or manage the risks of EPS?

4. a. Elaborate the role of payment gateway in e-commerce. 8+2=10
b. What is the cyber law in India called and when was it established?

5. Explain with a neat illustration about the flow of information in any online transaction.. 10

6. a. What are the aspects covered by Cyber Law in India? 6+4=10
b. Explain the need of cyber law in business.

7. What is cyber-crime? Explain the different types of cyber-crimes. 2+8=10

8. Write down the implication of life cycle curve on digital business. 10

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