MASTER OF BUSINESS ADMINISTRATION
THIRD SEMESTER
DIGITAL BUSINESS-I
MBA – 302
[USE OMR SHEET FOR OBJECTIVE PART]

SET A

Duration: 3 hrs.

Full Marks: 70

Objective

Time: 30 mins.

Marks: 20

Choose the correct answer from the following:

1×20=20

1. Which of the following is a key characteristic of e-commerce?
   a. Physical storefronts only
   b. Cash only transaction
   c. Face-to-face transactions
   d. Online transactions

2. What is the nature of e-commerce business transactions?
   a. Only business-to-consumer (B2C)
   b. Restricted to physical stores
   c. Limited to local markets
   d. Global and can be business-to-business (B2B) or business-to-consumer (B2C)

3. What does m-commerce refer to in the context of e-commerce?
   a. Merchandising through online platforms
   b. Marketing through electronic channels
   c. Manufacturing through electronic processes
   d. Mobile commerce

4. Which of the following is an example of a popular e-commerce platform?
   a. Facebook
   b. Amazon
   c. Google
   d. Netflix

5. Which of the following is an example of a direct distribution channel in e-commerce?
   a. Using a distributor to reach retailers
   b. Collaborating with competitors
   c. Selling through a third-party website
   d. Selling directly to consumers through your own website

6. What does the term "marketplace" refer to in the context of e-commerce?
   a. A platform that connects multiple sellers and buyers
   b. A specific payment method
   c. A physical store
   d. A type of advertising strategy

7. What is the primary revenue source for the subscription-based business model in e-commerce?
   a. Commission from sales
   b. Advertising
   c. Membership fees
   d. 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

-- --- --

$$\boxed{\textbf{Descriptive}}$$

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

== ******* == ==