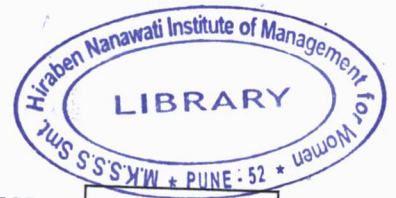


Dec 19



Total No. of Questions : 5]

SEAT No. :

P5518

[Total No. of Pages : 2

[5659]-5006

First Year MBA (Semester - I)

106 : DIGITAL BUSINESS

(2019 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Assume Suitable Data if necessary.
- 2) Draw neat labeled diagrams wherever necessary.
- 3) Figures to the right indicate full marks.
- 4) All Questions are compulsory.

Q1) Solve any five :

- a) Define Aggregators [2]
- b) Elaborate the concept of Enterprise 2.0 . [2]
- c) Define E- Mall [2]
- d) List any two characteristics of Successful E-Tailing. [2]
- e) Enlist most commonly used online travel booking websites. [2]
- f) Memorise any two applications of FINTECH. [2]
- g) Name any two benefits of e-procurement method. [2]
- h) Define Click-and-mortar organisations. [2]

Q2) Solve any two :

- a) Describe the advantages of Enterprise Social Network. [5]
- b) Explain the term Social Customer. [5]
- c) Discuss 2 benefits of online travel. [5]

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Q3) Solve any one :

- a) Classify and appraise the different components of E-market places. [10]
- b) 'The entry of Spotify and YouTube Music will further accelerate the growth of music streaming in India'. Evaluate the statement. [10]

Q4) Solve any one :

- a) Summarise the drivers for popularity of Mobile Games in India. [10]
- b) "Elaborate the growing adoption of wearable computing devices by the consumers. [10]

Q5) Solve any one :

- a) Summarise in detail the advantages of E-Employment with reference to job seeker and employer. [10]
- b) E travel industry contributes to 88% growth of Indian e-commerce market. Evaluate the statement in context to the characteristics of E travel industry. [10]

