

July 23

SEAT No. 150

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LIBRARY

(GC - 06) - 106 : DIGITAL BUSINESS

Time : 2½ Hours/

[Max. Marks : 50]

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Give relevant examples.

[10]

- Define social commerce.
- Define click and mortar organisations.
- Define L-commerce.
- Define Social Learning.
- Define m-commerce.
- Explain the concept of Enterprise 2.0.
- Memorize any two applications of FINTECH.
- Name any two benefits of e-procurement method.

[10]

- Explain EC order fulfillment process.
- Differentiate between e-catalog and traditional catalog.
- Summarize the attributes benefits and fundamental drivers of m-commerce.

P.T.O.

Q3) Solve any one :

[10]

- a) Discuss the ethical, legal and technological issues related to digital payments.
- b) 'E-commerce has significantly impacted on business'. Elaborate the statement by giving 2 suitable examples.

Q4) Solve any one :

[10]

- a) C2C e-commerce market in India is currently \$9 billion. Discuss the application of C2C e-commerce with respect to OLX.
- b) 'Success of digital business ecosystem depends on smooth working of various participants in ecosystem'. Elaborate on Intermediaries supply chain in Digital Business Ecosystem.

Q5) Solve any one :

[10]

- a) You are appointed as a consultant for designing online medicine delivery app. Design a suitable model for the same.
- b) You are appointed as a consultant for designing online educational game. Design a suitable model for the same.

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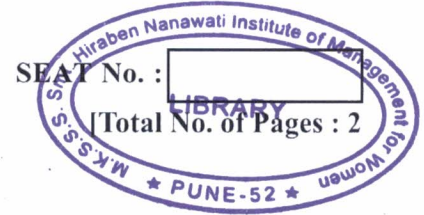
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Total No. of Questions : 5]

PA-4584



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First Year M.B.A.

106 : GC - 06 - DIGITAL BUSINESS
(Revised 2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

Q1) Solve any Five:-

[10]

- a) Define 'peer-to-peer' commerce.
- b) Recall the examples of any two 'online stock trading apps'.
- c) Identify the meaning of 'collaboration 2.0'.
- d) List any two examples of 'Pure Virtual' companies.
- e) Recollect the meaning of 'Enterprise Social Network'.
- f) Enumerate any two examples of 'C2C model' of e-commerce.
- g) Memorize the meaning of 'Smart Card'.
- h) Define 'Social Customer'.

Q2) Solve any two

[10]

- a) Differentiate between 'Traditional auction and e-auction'.
- b) Compare and contrast 'Online Job Market Vs Traditional Job Market'.
- c) Mention any 5 benefits of e-commerce with respect to customers.

Q3) Solve any one

[10]

- a) 'The global logistics outsourcing market holds a forecasted revenue of US \$ 986.4 Billion in 2022.' Analyse the statement.

OR

- b) The success of digital business is driven by carefully handling the ethical, legal and technology issues'. Appraise.

P.T.O.

Q4) Solve any one

[10]

- a) “Virtual communities is a perfect place to listen to customers”. Analyse the statement.

OR

- b) India Internet of things market size reached US 1 Billion \$ in 2022. It is expected to reach 2.2 Billion \$ by 2028. Appraise the significance of IoT in terms of ‘Smart Homes’.

Q5) Solve any one.

[10]

- a) You are appointed as consultant. As a consultant design a suitable business model of ‘Online Job Portal’.

OR

- b) Indian e-commerce market is dominated by Amazon and Flipkart. It has witnessed a growing competition from players like JioMart and Tata digital, Meesho, etc. A new company is planning to enter in e-commerce business. Design a suitable business model for this company.