

Total No. of Questions : 5]

PC3011

[6380]-1006

First Year M.B.A.

SEAT No. :

[Total No. of Pages : 2

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

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following questions. (Any 5)

[10]

- a) Define the term 'Digital Economy'.
- b) Recall L-Commerce.
- c) Name any 4 web 2.0 tools.
- d) Explain any 2 drivers of e-commerce.
- e) What do you mean by virtual communities?
- f) Name any 4 e-health apps.
- g) Describe the term EMR.
- h) Write about social commerce.

Q2) Solve any two.

[10]

- a) Compare and Contrast traditional auctions versus e-auctions.
- b) Explain security, ethical, legal, privacy and technology issues of digital payment. (One issue of each)
- c) What is e-learning? Enlist characteristics, advantages, limitations of e-learning.

P.T.O.

Q3) Solve any one.

[10]

- a) What is Smart Home? Explain any 4 smart home automation systems in detail.

OR

- b) Design a suitable business model for designing an 'online travel & tourism portal' covering the various components of Business model.

Q4) Solve any one.

[10]

- a) Fintech is utilized to help companies, business owners and consumers better manage their financial operations, processes and lives by using smart phones. Analyze the statement.

OR

- b) 'Social collaboration refers to people's collaboration within and between communities enabled by social media tools and platforms'. Analyze the statement.

Q5) Solve any one.

[10]

- a) You are appointed as a consultant. As a consultant you have to design a suitable business model for starting an 'Online Real Estate Portal'. The portal will be an interface between the sellers and the prospective buyers in India.

OR

- b) You are appointed as a consultant. As a consultant you have to design suitable business model for starting an 'Online Job Portal'. The portal will be an interface between the recruiting companies and the prospective candidates looking for job in India.



Total No. of Questions : 5]

PB2053

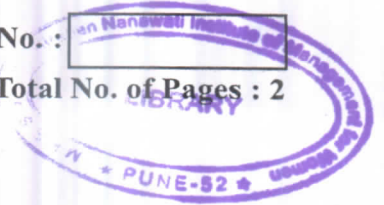
[6201]-106

First Year M.B.A.

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

SEAT No. : [Blank]

[Total No. of Pages : 2



Time : 2 ½ Hours]

[Max. Marks : 50]

Instructions to the candidates:

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

Q1) Solve any Five.

[10]

- a) Define social commerce.
- b) What do you mean by social customer?
- c) Define the term virtual community.
- d) Define the term q-commerce.
- e) What do you mean by webstores and malls.
- f) Give any two examples of e-learning app.
- g) Define IoT.
- h) Give any two examples of B2C and C2C model.

Q2) Solve any Two.

[10]

- a) Differentiate between Disintermediation and Reintermediation.
- b) Compare and contrast e-learning & traditional learning.
- c) Summarize the concept, benefits & drivers of social shopping.

Q3) Solve any one.

[10]

- a) Appraise the significance of IoT in India. Illustrate with 2 applications of IoT.
- b) 'E-commerce has significantly impacted on society. Elaborate the statement by giving 2 suitable examples.

P.T.O.

Q4) Solve any One.

[10]

- a) Success of digital business ecosystem depends on smooth working of various participants in ecosystem. Elaborate an intermediaries in e-marketplace in DB ecosystem.
- b) Describe E-Recruitment. Discuss the features and benefits of social recruiting.

Q5) Solve any One

[10]

- a) You are appointed as a consultant for designing online fashion retail app. Design a suitable model for same.

OR

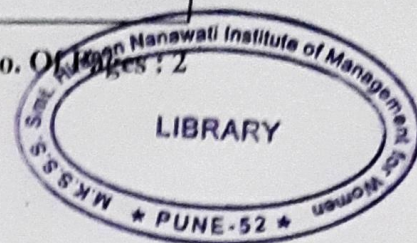
- b) You are appointed as a consultant for designing online matrimonial site. Design a suitable model for same.

Total No. of Questions : 5]

P-7873

SEAT No. :

[Total No. of Pages : 2]



[6118]-1006

M.B.A.

GC-06-106 : Digital Business
(2019 Pattern) (Revised) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Solve any Five :

[10]

- a) What is digital business ecosystem.
- b) List most commonly used online travel booking websites.
- c) Define social learning.
- d) Explain the concept IoT.
- e) Define social shopping.
- f) Describe virtual communities.
- g) Define collaboration 2.00.
- h) Define the term - E - Tailing.

Q2) Solve any Two :

[10]

- a) Difference between traditional logistics and e-logistics.
- b) List the benefits and limitations of social commerce to customers, Retailers, Employees etc.
- c) Differentiate between mobile marketing and social media marketing.

P. T. O.

Q3) Solve any One :

[10]

- a) Explain the types & participants in e-market place.
- b) 'E-commerce has significantly affected government service' elaborate the statement.

Q4) Solve any One :

[10]

- a) 'Success of digital business ecosystem depend on smooth working of various participants in ecosystem'. Elaborate the statement with reference digital payment in digital business ecosystem.
- b) Define social media marketing for promoting new product launched by FMCG company.

Q5) Solve any One :

[10]

- a) You are appointed as consultant for designing rating app. Design a suitable model for the same.
- b) You are appointed as consultant for designing Insurance providing app. Design a suitable model for the same.

