P5518

[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]**

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