

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]

**P.T.O.**

**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]

