[5860]-106

First Year M.B.A.

106 - GC - 06 : DIGITAL BUSINESS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

 1)   *All Questions are Compulsory.*

 2)   *Figures to the right indicates full marks.*

 3)   *Give relevant examples.*

Q1)   Solve any Five:

  a)   Define E-health.   **[2]**

  b)   List any five limitations of E-commerce.   **[2]**

  c)   Define e-training with example.   **[2]**

  d)   Describe affiliate marketing.   **[2]**

  e)   Name the business model of amazon.   **[2]**

  f)   Define web stores and malls.   **[2]**

  g)   Describe M. government.   **[2]**

  h)   List the drivers of web 2.0.   **[2]**

Q2) Solve any Two:

a) Compare and contrast traditional auction with e-auction. **[5]**

b) Identify the importance of social media marketing for country like India.**[5]**

c) Classify e-business models and discuss with suitable examples. **[5]**

Q3) Solve any one:

a) Identify the major personal finance services available online and illustrate the factors for growth. **[10]**

b) Illustrate the role of intermediaries in E-market-place. Give suitable examples in relation to ecommerce company. **[10]**

Q4) Solve any one:

a) Analyze the importance of e-training in IT organization and classify them with suitable examples. **[10]**

b) Analyze the difference between G2B and G2G models with suitable examples. **[10]**

Q5) Solve any one:

a) You have been appointed as Senior Manager in Multi-national company. Design the business model for digital gaming business you want to launch on digital platform. **[10]**

b) Design in detail the structure of Supply Chain Management of e-commerce company starting business in grocery items. **[10]**

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