Total No. of Questions : 5]

SEAT No. :

P-3807

[Total No. of Pages : 2

[6025]-106

M.B.A.

(GC - 06) - 106 : DIGITAL BUSINESS

(2019 Pattern) (Semester - I) (Revised)

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) Define social commerce.

b) Define click and mortar organisations.

c) Define L-commerce.

d) Define Social Learning.

e) Define m-commerce.

f) Explain the concept of Enterprise 2.0.

g) Memorize any two applications of FINTECH.

h) Name any two benefits of e-procurement method.

Q2) Solve any two : [10]

a) Explain EC order fulfillment process.

b) Differentiate between e-catalog and traditional catalog.

c) 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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