[6118]-1006
M.B.A.
GC -06 - 106 : Digial 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 smoth 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.

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