

Total No. of Questions : 5]

SEAT No. :

PB2053

[6201]-106

[Total No. of Pages : 2

First Year M.B.A.

**106-GC-06 : DIGITAL BUSINESS
(2019 Pattern) (Revised) (Semester - I)**

Time : 2 ½ 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) What do you mean by social customer?
- c) Define the term virtual community.
- d) Define the term q-commerce.
- e) What do you mean by webstores and malls.
- f) Give any two examples of e-learning app.
- g) Define IoT.
- h) Give any two examples of B2C and C2C model.

Q2) Solve any Two.

[10]

- a) Differentiate between Disintermediation and Reintermediation.
- b) Compare and contrast e-learning & traditional learning.
- c) Summarize the concept, benefits & drivers of social shopping.

Q3) Solve any one.

[10]

- a) Appraise the significance of IoT in India. Illustrate with 2 applications of IoT.
- b) 'E-commerce has significantly impacted on society. Elaborate the statement by giving 2 suitable examples.

P.T.O.

Q4) Solve any One.

[10]

- a) Success of digital business ecosystem depends on smooth working of various participants in ecosystem. Elaborate an intermediaries in e-marketplace in DB ecosystem.
- b) Describe E-Recruitment. Discuss the features and benefits of social recruiting.

Q5) Solve any One.

[10]

- a) You are appointed as a consultant for designing online fashion retail app. Design a suitable model for same.

OR

- b) You are appointed as a consultant for designing online matrimonial site. Design a suitable model for same.