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Total No. of Printed Pages: 1

Total No. of Questions: [10]

MBA (Semester – 4th)
E-COMMERCE AND DIGITAL MARKETS
Subject Code: MBADD3421
Paper ID: [20260165]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A consists of 10 compulsory short notes of two marks each.
2. Section B consists of Four Units (Unit – I, II, III & IV). Each unit contains two questions of 8 marks each. Student has to attempt one question from each unit.
3. Section C (8 Marks): A short Case Study related to the syllabus.

Section – A

(2 marks each)

Q1. Define the following:

- a) Digital Currency
- b) C2C
- c) E-Payment
- d) Digital Signature
- e) Online Shopping
- f) Cyber laws
- g) Cryptography
- h) Buzz Marketing
- i) SEO
- j) E-CRM

Section – B

(8 marks each)

UNIT-I

Q2. Describe various types of e-commerce business models with examples.

Q3. Explain the ethical and regulatory issues of e-business.

UNIT-II

Q4. Explain the role of payment gateway in digital marketing.

Q5. What are the various steps involved in designing e-commerce website?

UNIT-III

Q6. How can you successfully create a digital marketing plan for your firm?

Q7. Write note on the following:

- i) Target Group Analysis
- ii) Affiliate Marketing

UNIT-IV

Q8. Explain the role of e-marketing strategies in current scenario of business.

Q9. What are the various methods of e-payment for online shopping?

Section – C

(8 marks)

Q10. Case Study:

Www.oLX.in, www.quicker.com etc are examples of websites used to conduct business. Dipti's sofa set got spoiled in the rain. Her friend suggested that she should change the fabric so that it looks new and put it for sale on www.olx.com Dipti followed her friend's advice and got her sofa repaired so that it looks better and uploaded nicely clicked pictures on www.olx.com in without disclosing the fact that it was damaged from inside. She found a customer and sold it for Rs.9,000. After one week the buyer found the real state of the sofa set and called Dipti but she did not answer any of the calls.

Questions:

- a) Which e-commerce model used in this study? Explain.
- b) Which values did Dipti ignore while selling her sofa set?
- c) Explain two advantages and disadvantages of above e-business