BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – MBA-2024
Course Name – E-Commerce and Digital Business
Course Code - MBA10107
(Semester I)

Full Marks : 60   Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question)   1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Select the correct option: ....is the selling of retail goods online.

    a) E-Commerce   b) E-tailing
    c) Both a and b   d) None of these

(ii) Enumerate which firm are either single or multi-channel manufacturers that sell directly online to consumers without intervention of retailers.

    a) Omni-channel merchants   b) Virtual Merchants
    c) Catalog Merchants   d) Manufacturer-Direct

(iii) Identify the correct option: ....is the world's largest online retailer operating in B2B, B2C, and C2C ecommerce segments.

    a) E-bay   b) Alibaba
    c) Walmart   d) Amazon.com

(iv) Identify which of the following is a programming language commonly used for creating dynamic web content.

    a) PHP   b) HTML
    c) CSS   d) XML

(v) Identify which of the following is NOT a common form of two-factor authentication.

    a) CAPTCHA   b) SMS Code
    c) Biometric Scan   d) Hardware Token

(vi) Discover among the following the opportunity for the E-Commerce platform.

    a) Availability of wider product range b) Competitive prices
    c) Growth of Smartphone users   d) All of these

(vii) Explain which part of EDI is designed to be independent of communication and software technologies:

    a) EDI documents   b) EDI protocols
    c) EDI standards   d) None of these

(viii) Express that which of the following attracts that there is an issue when buyer and seller are situated in different locations.

a) Security
b) Sales tax
c) Privacy
d) Fear

(ix) Administer which of the following options refers to collection of publicly accessible, interlinked Web pages that share a single domain name.

a) Web
b) Webpage
c) Website
d) None of these

(x) Experiment that which of the following refers to how to organize content on a page.

a) Blogs
b) Design
c) Layout
d) Function

(xi) What is the purpose of CSS in web design? Choose the correct one.

a) Styling and Layout
b) Data Storage
c) User Authentication
d) Scripting

(xii) What is the term for a secret key used in asymmetric encryption to decode messages? Choose the correct one.

a) Private Key
b) Public Key
c) Symmetric Key
d) CAPTCHA

(xiii) Which software is commonly used for creating and editing vector graphics? Choose the correct one.

a) Adobe Illustrator
b) Adobe Photoshop
c) CorelDRAW
d) GIMP

(xiv) Write the full form of HTML from the following options given below.

a) Hyper Text Machine Learning
b) High Tech Machine Language
c) Hyper Text Markup Language
d) High Tech Markup Learning

(xv) Analyse that which software system designed to carry out web searches.

a) Search box
b) Search Engine
c) Website
d) None of these

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Define the Electronic Data Interchange.
3. Enumerate about the features of E-Commerce. (3)
4. Describe in detail the limitations of E-Commerce. (3)
5. Explain about the categories of E-service. (3)
6. Analyze the CPC and CPA model of internet advertisement. (3)

(3)

OR

Experiment any three points which required while designing digital advertisements for E-Commerce. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Define the Electronic Data Interchange along with the diagram.
8. Explain B2C E-Commerce. (5)
9. Differentiate between traditional commerce and e-commerce. (5)
10. Explain the different types of cost involved in EDI. (5)
11. Explain the role of Website in serving as a market place in e-commerce. (5)
12. Debate the potential weaknesses that marketers may encounter when putting online ads. (5)

OR

Justify the role of customer feedback and reviews in continuous improvement for e-commerce companies. (5)

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