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Barasat, Kolkata -700125

Term End Examination 2025-2026
Programme – MBA-2025
Course Name – Digital Business and E-Commerce Platforms
Course Code - MBA17405 (T)
(Semester I)

Full Marks : 40 **Time : 2:0 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 10=10

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

(i) Identify the main driver behind the rapid evolution of digital business in the last decade.

a) Artificial Intelligence adoption
b) Internet penetration and mobile technology
c) Traditional supply chain expansion
d) Manual process optimisation

(ii) Predict the most likely outcome for companies failing to adapt to digital disruption.

a) Stronger market position
b) Declining relevance and competitiveness
c) Higher innovation rates
d) Increased customer loyalty

(iii) Predict which e-commerce model typically involves manufacturers selling directly to customers, bypassing intermediaries.

a) B2B
b) B2C
c) C2C
d) D2C

(iv) Select the critical payment system feature that ensures customer trust in online transactions.

a) Fast checkout
b) Transparent pricing
c) Secure encryption (SSL/TLS)
d) Mobile responsiveness

(v) Predict the reason a D2C brand might integrate with third-party logistics providers.

a) Avoid managing marketing
b) Reduce customer interaction
c) Enhance fulfilment efficiency
d) Increase transaction fees

(vi) Select the monetization model where core features are free but premium features require payment.

a) Subscription
b) Transaction fee
c) Freemium
d) Ad-based

(vii) Predict the strategy used by ride-hailing platforms to build network effects in new cities.

a) Exclusive driver contracts
b) Subsidising rides to attract both drivers and riders
c) Owning fleets of vehicles
d) Limiting ride requests

(viii) Select the common type of phishing that targets specific individuals.

a) Spear phishing
b) Clone phishing
c) Whaling
d) Vishing

(ix) Select the secure payment method enabled by blockchain.

a) Smart contracts
b) Phishing emails
c) Man-in-the-middle attacks
d) Credit card skimming

(x) Select the ethical principle of "do no harm" in digital business.

a) Beneficence
b) Autonomy
c) Justice
d) Privacy

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Examine the definition and evolution of digital business. (3)
3. Examine the comparison between traditional and digital value chains. (3)
4. Examine the cultural changes required for digital transformation. (3)
5. Summarize the consequences of data breaches on organizations and individuals. (3)
6. Summarize the key steps of an incident response plan in cybersecurity. (3)

OR

Justify continuous employee training as a defense against cyber risks. (3)

Group-C

(Long Answer Type Questions) 5 x 3=15

7. Describe the role of data as a strategic asset in digital business. (5)
8. Explain the importance of consumer data rights in digital business. (5)
9. Analyze the role of blockchain in enhancing secure cross-border payments. (5)

OR

Explain the key steps in preparing a digital risk management strategy for a global enterprise. (5)

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