BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – MBA-2022/MBA-2023
Course Name – E-Commerce and Digital Markets
Course Code - MBA107
(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)   Discuss how the B2A transactions happened?
   a) Transactions between 2 consumers   b) Transactions between 2 businesses
   c) Transactions between companies and   d) All of these
      Public Administration

(ii) Discover which of the following states that total amount and quality of information
      available over Internet to all buyers and sellers.
   a) Richness   b) Information Density
   c) Interactivity   d) Ubiquity

(iii) State among the following what customer sees when they search for an item:
   a) Store creation   b) Product listing
   c) Product creation   d) None of these

(iv) 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

(v)   Recall which of the following is the backbone of E-Commerce.
   a) Infrastructure   b) Internet
   c) Security Concerns   d) None of the above

(vi) Select which of the following are the documents used in EDI:
   a) Invoices   b) Purchase orders
   c) Acknowledgement   d) All of the above

(vii) Illustrate which mode of digital payment that is popular in both online and physical
      transactions.
   a) AEPS   b) USSD
   c) Bank cards   d) None of the above

(viii) Identify ....offers easier and more convenient business transactions compared to offline retailing.

a) World Wide Web

b) Internet

c) E-Commerce

d) None of the above

(ix) Choose from the options that website's web pages are linked with:

a) Hyperlinks

b) Hypertexts

c) Both a and b

d) None of the above

(x) Interpret from the options that which are created for designers and web crawlers, not customers.

a) Layout

b) Sitemap

c) Content

d) None of the above

(xi) Appraise from the following options that what are things that required while designing digital ad for E-Commerce.

a) Manage social media accounts

b) Update website consistently

c) Utilize other online networking websites

d) All of the above

(xii) Consider that which of the following can be refer as online advertising where we pay the search engine every time someone clicks on our ad.

a) Cost per Click

b) Cost per Action

c) Cost per Mille

d) All of the above

(xiii) Assess that which can be taken as advantages of Internet advertisements.

a) Target Effectively

b) Closely Monitor Spending

c) Track Results

d) All of the above

(xiv) Assess that which can be taken as weaknesses of Internet advertisements.

a) Complicated

b) Competition Is Fierce

c) Mistakes Can Be Costly

d) All of the above

(xv) Justify which of the following will reflect as a set of guidelines that are designed to allow safe transactions on the web.

a) Security

b) E-Commerce

c) E-Commerce security

d) None of the above

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Analyze the CPC and CPA model of internet advertisement. (3)
3. State the term e-commerce? (3)
4. Differentiate between Traditional and E-Commerce. (3)
5. Discuss how E-Commerce work. (3)
6. Experiment any three points which required while designing digital advertisements for E-Commerce. (3)

OR

Evaluate what are things required while designing a website for an E-commerce platform. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Explain the concept of digital marketing. (5)
8. Explain various advantages of electronic payment system. (5)
9. Evaluate how can businesses ensure that sensitive customer data remains protected within their databases? (5)
10. State the term e-commerce. (5)
11. Explain the various types of risks associated with e-commerce. (5)

12. Contrast the strategies can e-commerce businesses employ to compete effectively with (5) giant marketplaces like Amazon and eBay?

OR

Explain how do e-tailers ensure a seamless and secure shopping experience for customers (5) across various devices and platforms?

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