BRAINWARE UNIVERSITY

Term End Examination 2022
Programme – MBA-2022
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)   Select that what are the things which is required while designing website for E-Commerce.

a) Keep it simple   b) Make branding priority
c) Use color   d) All of the above

(ii) Infer the full form of OECD in E-commerce platform

a) Operation for E-Commerce and   b) Organisation for Economic Cooperation and
Development   Development
c) Organisation for Economic Cooperation and   d) None of the above
Decision

(iii) Conclude that which of the following can be considered as Content:

a) Text   b) Pictures
c) Videos   d) All of the above

(iv) Select that which is referred as publisher-centric.

a) Cost per Lead   b) Cost per Action
c) Cost per Conversion   d) Cost per Click

(v)   Identify which of the following is not a type of E-Commerce:

a) B2B   b) B2C
c) C2C   d) None of the above

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

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

(vii) 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

(viii) Trace that Rajesh is a customer who searches for a washing machine so searched online

Page 1 of 3

A 34

for:

a) Cost reduction   b) Faster buying process

c) Affordable advertising   d) All levels

(ix) 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 the above

(x) Recall which of the following is the backbone of E-Commerce.

a) Infrastructure   b) Internet

c) Security Concerns   d) None of the above

(xi) Recognize which of the following clarifies that e-way of transferring documents in an organization internally or externally.

a) Cloud computing   b) SaaS

c) EDI   d) B2B

(xii) 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

(xiii) 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

(xiv) Construct which of the following will attract that the ability of machines to replicate or enhance human intellect.

a) AI   b) E-banking

c) E-commerce   d) None of the above

(xv) Establish from the options given which can make a website available to every person in the world.

a) Website   b) Webpage

c) Webserver   d) All of the above

Group-B
(Short Answer Type Questions)   3 x 5=15

2. Appraise about the security of E-commerce.   (3)
3. Illustrate the concept of Website.   (3)
4. Develop the concept of CPM (Cost Per Mille).   (3)
5. Classify the concept of E-Commerce.   (3)
6. Write in brief about the ethical, political and social issues that the marketers face while   (3)
operating in E-Commerce platform with diagram.

OR

Anticipate in detail about the concept of E-banking.   (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. Discover in detail the scope of E-Commerce.   (5)
8. Analyze the different types of M-Commerce in detail.   (5)
9. Conclude the strengths that the marketers can have while going for internet advertisement.   (5)
10. Define the Electronic Data Interchange along with the diagram.   (5)
11. Differentiate between Traditional and E-Commerce.   (5)
12. Assess what are the weaknesses that the marketers may face while placing advertisements   (5)
through internet.

OR

Summarize the points which a marketer can take while ensuring safety of E-Commerce platform. (5)

****