

Registration No :

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MBA  
18MBA303E

3<sup>rd</sup> Semester Regular / B.T. Examination: 2021-22

E-COMMERCE AND DIGITAL MARKETS

BRANCH(S): BA, GM, IB, MBA, MBA (M & F)

Time : 3 Hour

Max Marks : 100

Q.Code : OF524

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

- Q1** Answer the following questions : (2 × 10)
- a) What are the various components of electronic commerce applications?
  - b) List any two applications of B2B E-commerce.
  - c) What is EFT?
  - d) What is a search engine? How does it promote E-commerce?
  - e) What is meant by digital signature and how is it important ?
  - f) Write some ethical and social issues in E-commerce.
  - g) What are ad-clicks? What is their use?
  - h) What are security requirements of Internet and E-Commerce applications?
  - i) What do you mean by Data Encryption Standard?
  - j) What do you mean by application-based e-startups?

**Part-II**

- Q2** Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (06× 08)
- a) Discuss the E-Commerce architecture and its components with a block diagram.
  - b) How is revenue generated through advertisements in E-Commerce.
  - c) Explain how e-commerce is not only helpful in customer retention, but also the key to maximizing revenue.
  - d) Describe the functional requirements for online selling and what specialized services and servers perform these functions.
  - e) What is meant by payment gateways? Explain the need and importance of payment gateways in e-business.
  - f) Write about various Internet tools required for successful E-Commerce
  - g) How does E-commerce compare with the traditional business in the context of rural customers.
  - h) Is social media an important aspect of Customer Relationship Management? Explain the various advantages and disadvantages of this in E-business, with actual industry examples.
  - i) Discuss the security requirements of Internet and E-commerce applications and how these requirements are fulfilled.
  - j) Briefly explain how E-business entrepreneurship can manage business incubators
  - k) Discuss intermediation and disintermediation in e-commerce.
  - l) Briefly explain how is Online Consumer Behaviour impacting the Marketing functions in E-Commerce.

Part-III

(02×16)

Only Long Answer Type Questions (Answer Any Two out of Four)

(16)

- Q3 Explain the various Supply Chain Management components in E-commerce business. For a prospective vendor, what are the issues and concerns to be a part of the business model. Give industry examples to support your arguments. (16)
- Q4 Discuss at length how E-commerce is increasingly impacting the global economy. Substantiate with appropriate example. (16)
- Q5 Present a comparative analysis of Amazon and Flipkart in India, in terms of various aspects the E-Commerce that you have come across. Substantiate with suitable facts and examples wherever possible. (16)
- Q6 Explain the role and support of E-Commerce in the following applications (16)
- a) Financial Services sector
  - b) Travel and Tourism
  - c) Jobs and Employment sites
  - d) Matrimonial alliance sites



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3rd Semester Regular / Back Examination: 2021-22

DATA MINING FOR BUSINESS DECISIONS

Branch: BA, GM, IB, MBA, MBA (M & F)

Max Marks: 100

Time: 3 Hours

Q Code: OF293

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.  
The figures in the right hand margin indicate marks.

**Part-I**

- Q1 Only Short Answer Type Questions (Answer All-10)** (02×10)
- a) How predictive data mining is different from descriptive datamining? (2)
  - b) What do you mean by data preprocessing? (2)
  - c) Write the difference between numerical data and categorical data. (2)
  - d) Why are Pie chart and Box plots used? (2)
  - e) Define Association rule mining. (2)
  - f) How can we say that association rules are interesting? (2)
  - g) Determine the Euclidean distance between the two data points A (4,3) and B (2,3). (2)
  - h) Write the two partitioning methods used in clustering. (2)
  - i) What is the role of root node and leaf node in a decision tree? (2)
  - j) Is C 4.5 better than ID3? (2)

**Part-II**

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** (06×08)
- a) Differentiate between OLTP and OLAP. (6)
  - b) Analyze the various visualization techniques used in datamining. (6)
  - c) State apriori algorithm. Distinguish between Support and Confidence. (6)
  - d) Differentiate between regression and clustering. (6)
  - e) What is PCA? How it helps in dimension reduction? (6)
  - f) Write any three strengths of decision tree method. (6)
  - g) Distinguish between three broad categories of clustering techniques? (6)
  - h) What do you mean by ANN? What are the different applications of ANN? (6)
  - i) Explain the K-means method with a step-by-step algorithm. (6)
  - j) Illustrate multidimensional association rule. (6)
  - k) Explain in detail the process of agglomerative clustering. (6)
  - l) Explain in detail about the architecture of a Neural Network model? (6)

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

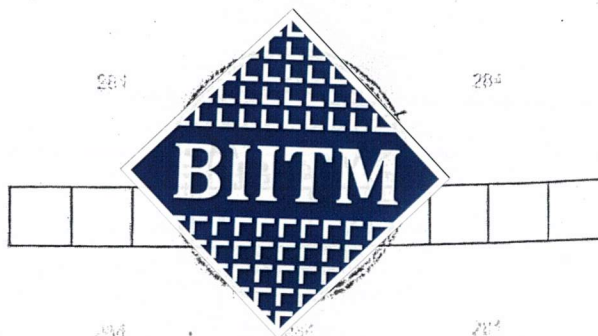
- Q3** Define Datamining. Discuss in detail with a neat diagram the process of Knowledge Discovery in databases (KDD) giving emphasis on selection and preprocessing phase. (02×16) (16)
- Q4** What is Market Basket analysis? Describe with an example, how it uses the concept of association analysis? (16)
- Q5** Discuss in detail the role of regression in predictive modelling. (16)
- Q6** Describe in detail about the attribute selection measures used by the ID3 (Iterative Dichotomiser three) algorithm to construct a decision tree. (16)





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3<sup>rd</sup> Semester Regular / Back Examination: 2021-22

MANAGING DIGITAL PLATFORMS

BRANCH(S): BA, GM, IB, MBA, MBA (M & F)

Time : 3 Hour

Max Marks : 100

Q.Code : OF555

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions :

(2 × 10)

- What is Digital Ecosystems?
- What is meant by Channel optimization?
- Why is Twitter called a micro-blogging platform?
- What are the issues involved in Governance for digital platforms?
- Which digital platform technologies you will prefer to invest in and why?
- How is Intellectual properties in Digital Economy different to the traditional intellectual properties?
- What does audience platform utilization indicate?
- What are the types of Pricing Policies?
- Name a popular crypto-currency. How is it different to a digital currency, in general?
- What is IOT and how is it useful for any business?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 × 8)

- Briefly explain the different type of Platform Architecture.
- Explain Platform Economics in the context of digital platforms. Furnish examples from present day scenario.
- What is the role and responsibility of a CTO (Chief Technology Officer), when it comes to planning for the digital platform environment for the organization?
- Briefly explain how AI can be useful for a dating app or a matrimonial site like Shaadi.com etc.
- Describe the impact of Internet and Cloud Computing in the business process of an organization. Furnish examples to clarify your answer and the concepts.
- List out some trends and development of new technologies and how will those impact the modern digital enterprises.
- Is there any competition between Instagram and facebook so far as users' choice and habits are concerned? Please explain your answer with logical evidences.
- Explain the various challenges involved in adoption of total digital economy.
- Debate whether the marriage of E-commerce and Social Media platforms will affect our future or not? Substantiate with real life examples as we see now a days.
- Briefly state your forecast about the roadmap of Twitter, after it is fully owned and managed by Elon Musk.

- k) Describe how is crypto-currency bringing in more challenges, with increased use of digital platforms and e-commerce?
- l) Suggest a few ideas as to how LinkedIn can increase its business revenue? Substantiate your answer with specific examples or tasks.

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 Prepare a complete Cross Media Marketing Strategy to launch a new Event Management company. Furnish examples from business world to support your plans. (16)
- Q4 As the head of an automobile company, prepare the digital platform concept paper for a new business unit for EV (Electric Vehicle) in Indian market. You may use actual examples from real life business scenario. (16)
- Q5 If all types of digital platforms are made free from any Governance or Regulatory control, what are the possible advantages or disadvantages for the society and the business world? Explain with suitable examples. (16)
- Q6 Describe the role and importance of a Tech-Savvy Leadership in promoting digital business Innovation. Give hypothetical examples to support your thoughts. (16)