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Total Number of Pages : 02

Course: MBA
Sub_Code:18MBA303E

3rd Semester Regular/ Back Examination: 2022-23

SUBJECT : E-Commerce and Digital Markets

BRANCH(S): GM,MBA,

Time : 3 Hour

Max Marks : 100

Q.Code : L440

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 x 10)

- a) What are the benefits of e-commerce for businesses?
- b) List any two applications of B2B E-commerce.
- c) What is a digital wallet?
- d) What is a payment gateway?
- e) What is a marketplace platform?
- f) What is a digital product?
- g) What is cross-border e-commerce?
- h) What is a chatbot. Why is it used in E-commerce?
- i) What is a subscription model?
- j) What is social commerce?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) How has e-commerce changed the way businesses operate, and what are the benefits and challenges of selling products and services online?
- b) What are some of the key trends and innovations in e-commerce and digital markets, and how are businesses adapting to these changes?
- c) What role do social media platforms play in e-commerce, and how can businesses use social media to promote their products and engage with customers?
- d) What are some of the security risks associated with e-commerce and digital markets, and how can businesses protect themselves and their customers from cyber threats?
- e) Briefly explain how E-business entrepreneurship can manage business incubators
- f) How are digital marketplaces like Amazon, Flipkart changing the way that goods and services are bought and sold online, and what are the benefits and drawbacks of these platforms?

- g) What is the impact of globalization on e-commerce and digital markets, and how are businesses adapting to the challenges and opportunities presented by cross-border transactions?
- h) What are some of the legal and regulatory issues surrounding e-commerce and digital markets, and how can businesses ensure that they are in compliance with applicable laws and regulations?
- i) How have digital payments transformed the way we conduct financial transactions, and what are the benefits and challenges of using digital payment methods?
- j) What is a digital signature, and how does it provide security and authenticity to digital documents and transactions?
- k) What are the key challenges and opportunities facing e-commerce entrepreneurs, and what strategies can they use to build successful businesses in the digital marketplace?
- l) Briefly explain how Online Consumer Behaviour is impacting the Marketing functions in E-Commerce.

Part-III

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

- Q3 Discuss at length how E-commerce is increasingly impacting the global economy. Substantiate with appropriate example. (16)
- Q4 A small retail business has been struggling to keep up with the competition in the digital marketplace. What steps can they take to improve their online presence and attract more customers? (16)
- Q5 A startup has developed a new technology that could revolutionize the e-commerce industry, but lacks the resources to bring their product to market. What steps can they take to secure funding and build partnerships in the digital marketplace? (16)
- Q6 A company has recently launched a new product, but has been struggling to generate sales through their e-commerce platform. What strategies can they use to increase visibility and drive sales online? (16)



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Course: MBA
Sub_Code: 18MBA304E3rd Semester Regular / Back Examination: 2022-23

SUBJECT: Managing Digital Platforms

BRANCH(S): GM, MBA

Time : 3 Hour

Max Marks : 100

Q.Code : L542

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

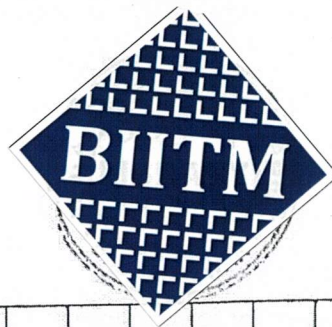
Q1 Answer the following questions : (2 x 10)

- a) What are the key elements of an effective digital platform strategy?
- b) What is meant by Channel optimization?
- c) How can you optimize a digital platform for search engines?
- d) Which digital platform technologies you will prefer to invest in and why?
- e) What are the emerging trends in digital platform management?
- f) How is an Intellectual property in Digital Economy different to the traditional intellectual properties?
- g) What is Machine learning and how it is useful for business?
- h) How do you measure the success of a digital platform?
- i) What are the most effective ways to promote a digital platform?
- j) What does audience platform utilization indicate?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any (6 x 8) Eight out of Twelve)

- ✓ a) What are the key steps involved in creating a successful digital platform strategy?
- ✓ b) What are some effective strategies for managing user-generated content on a digital platform, while ensuring that the content is appropriate and in line with the platform's values?
- c) How can businesses leverage machine learning and artificial intelligence to optimize their digital platform and enhance the user experience?
- d) Explain Platform Economics in the context of digital platforms. Furnish examples from present day scenario.
- ✓ e) Explain the various challenges involved in adoption of total digital economy.



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MBA
18MBA301E

3rd Semester Regular/Back Examination: 2022-23

Data Mining For Business Decisions

BRANCH: MBA,GM

Time : 3 Hour

Max Marks: 100

Q. Code : L228

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 x 10)

- What is Data Mining? What are the benefits you get from Data Mining?
- What are the basic tasks performed by Data Mining?
- Differentiate between Explorative Data Mining and Predictive Data Mining?
- Differentiate between classification and Clustering?
- How KNN algorithm works?
- State Naïve Bayes classification algorithm.
- What are the various stages of Data Mining process?
- Explain Support and Confidence.
- What is the difference between Euclidean distance and Manhattan distance?
- Is KDD different from Data Mining?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Explain with diagram what are the different stages of data mining process?
- What is data preprocessing? Explain, how missing values are handled in a data set?
- How PCA helps in dimension reduction?
- Explain with example the process of Market Basket Analysis.
- Explain what are the various functionalities of a dashboard? How it helps managers in making decisions intelligently?
- What are the different types of data cube operations?
- What is the significance of data visualization? Name four different tools which are used for data visualization in R/Rattle or Python?
- Differentiate between supervised and unsupervised machine learning?
- How can you apply data mining in stock market prediction?
- What is the role of entropy and information gain in building a decision tree?

- k) Draw a Box-and-Whisker plot for the data set {3,6,7,8,5,12,14,21,15,18,14}.
Determine the value of interquartile range?
- l) How Logistic regression is used as a classification algorithm?

Part-III

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

Q3 How Neural network models are used in the prediction task of a data mining process? Mention four different types of Neural network models you have studied? (16)

Q4 Mention atleast five different measures used for evaluating the performance of the classifiers? What is the significance of ROC curve? How is AUC calculated? (16)

Q5 In the following database, we find five transactions. (16)

TID	items_bought
T100	{M, O, N, K, E, Y}
T200	{D, O, N, K, E, Y}
T300	{M, A, K, E}
T400	{M, U, C, K, Y}
T500	{C, O, O, K, I, E}

Let minimum support=60%, minimum confidence=80%.

Find all frequent item sets using Apriori and FP-Growth, respectively, compare the efficiency of the two mining process.

Q6 Compare the advantages and disadvantages of Decision tree, Bayesian, and Neural network like classifiers. (16)