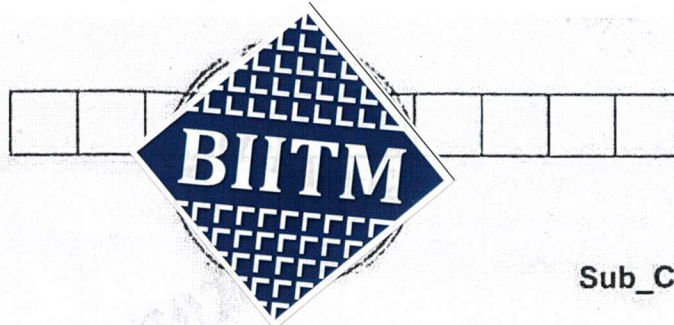


Registration No.:



Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA304E

3rd Semester Regular Examination: 2023-24

SUBJECT: Managing Digital Platforms

BRANCH(S): GM, MBA

Time: 3 Hour

Max Marks: 100

Q.Code: N605

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 are the different types of digital platforms?
- What is channel optimization?
- Which Digital platform technologies you will prefer to invest in and why?
- Why is Facebook said to as a popular social networking platform
- What are intellectual properties in digital economy?
- What are pricing policies in the future of digital platforms?
- How does AI enhance user experiences online?
- What's the role of blockchain in digital platform security?
- What's the impact of the metaverse on digital platforms?
- Address one challenge of data privacy in the digital landscape.

Part-II

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

(6 x 8)

- What are the different types of digital platforms? Explain.
- What emerging technologies are fueling innovation in digital businesses?
- Highlight one major challenge faced by modern digital enterprises.
- Discuss the importance of intellectual properties in the Digital Economy.
- What is a CTO's (Chief Technology Officer) function and responsibility when it comes to organizing the organization's digital platform environment?
- Describe the effects of the Internet and cloud computing on an organization's business processes. Give examples to help make your response and the concepts clear.
- What is meant by cross media marketing strategy?
- What is the role of self-branding strategies in digital marketing?
- In the context of digital platforms, explain the role of user-generated content and its influence on audience engagement.
- In what ways are augmented reality (AR) and virtual reality (VR) shaping the user experience on digital platforms?

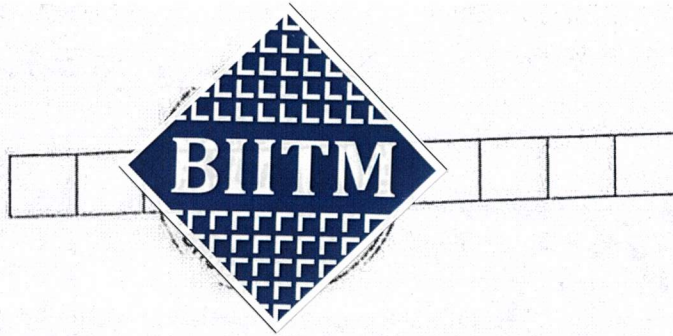
- k) How are businesses adapting their digital strategies to meet the evolving expectations of Generation Z consumers?
- l) How are modern enterprises leveraging artificial intelligence in their digital ecosystems?

Part-III

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

- Q3 Explain the concept of cross-media marketing and its role in creating a cohesive brand experience. (16)
- Q4 Discuss inter platform competition and intra platform competition and examine how leading companies have overcome competition. (16)
- Q5 What exactly is digital media optimization? What are the various methods and techniques for optimizing digital media? (16)
- Q6 If digital platforms were unregulated, examine the potential pros and cons for society and businesses. Provide examples to illustrate effects on user experiences, ethics, and the broader digital landscape. (16)

Registration No.:



Total Number of Pages: 02

MBA
18MBA301E

3rd Semester Regular/Back Examination: 2023-2024
Data Mining For Business Decisions
BRANCH: GM, MBA

Time: 3 Hours

Max Marks: 100

Q.Code: N514

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

(2 x 10)

Q1 Answer the following questions:

- Distinguish between Data Mining and Data science.
- Name any four basic techniques performed by Data mining.
- What are the two types of predictive modelling?
- What is statistical data mining?
- Association mining falls under which category of data mining?
- What is the need of Apriori algorithm?
- What is an FP Tree?
- What are the various types of measures used in classification?
- How to differentiate between recall and precision?
- What is data transformation? Why is it required?

Part-II

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

- What are the different stages of data mining process? Explain with diagram.
- What is data cleaning? Is it same as data preprocessing?
- Which algorithms are used for dimension reduction?
- Explain with example the process of Market Basket Analysis.
- Explain what the importance of cross validation is and how it improves the performance of the models?
- 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 regression and classification.
- How can you apply data mining in healthcare application?

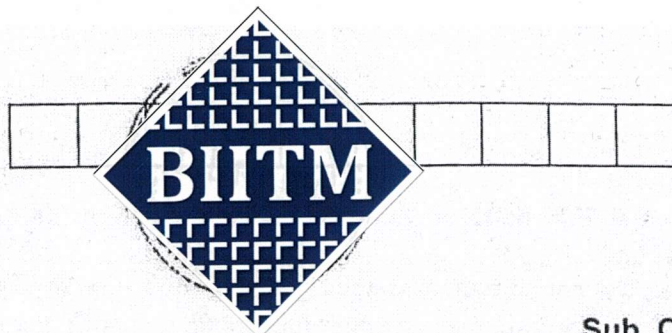
- j) What is the role of Gini index in building a decision tree?
- k) Draw a Box-and-Whisker plot for the data set {3, 7, 8, 5, 10, 12, 15, 23, 15, 18, 14}. Determine the value of interquartile range.
- l) How can you differentiate between Euclidean distance and Manhattan distance? Explain with an example.

Part-III

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

- Q3** Explain in detail about the different schemas used in multi-dimensional data mining. Provide the examples for star schema and snowflake schema. **(16)**
- Q4** Explain how the Apriori algorithm is used to find frequent item sets in association rule mining process when applied to large databases. Discuss the steps involved and challenges faced in discovering meaningful associations. **(16)**
- Q5** Consider the following binary classification problem where a machine learning model has been trained to distinguish between spam and non-spam emails. The confusion matrix for the classifier is given below. Compute the following performance measures: **(16)**
- (i) Accuracy (ii) Precision (iii) Recall (iv) Specificity (v) F1 score
- | | Predicted non-spam | Predicted spam |
|-----------------|--------------------|----------------|
| Actual non-spam | 850 | 50 |
| Actual spam | 30 | 120 |
- Q6** Compare and contrast the advantages and disadvantages of Decision Tree, Bayesian, and Neural Network classifiers. Provide insights into situations where each type of these classifiers might be preferred. **(16)**

Registration No.:



Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA303E

3rd Semester Regular Examination: 2023-24

SUBJECT: E-Commerce and Digital Markets

BRANCH(S): GM, MBA

Time: 3 Hour

Max Marks: 100

Q.Code: N575

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)

- Differentiate between e-commerce and e-business.
- Explain two B2B e-commerce models with examples.
- How does e-commerce impact the global economy?
- Compare two popular digital marketing channels.
- Write two security features used in electronic payment processing.
- What is the role of a digital signature in e-commerce transactions?
- Define e-CRM and its benefits for businesses.
- What are the different types of payment gateways?
- What is intermediation and dis-intermediation in E-Commerce?
- What are the social and behavioral issues associated with E-Commerce?

Part-II

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

(6 x 8)

- Explain the concept of supply chain management in e-commerce and its importance.
- What are the key differences between a brick-and-mortar store and an online store in terms of strategy and operations?
- Describe the impact of mobile technology on the growth of e-commerce.
- List two key metrics used to measure the success of an e-business website.
- How can e-commerce businesses personalize their marketing efforts to improve customer engagement?
- What are digital currencies and how do they work? What are the advantages and disadvantages of using digital currencies?
- Compare and contrast paid advertising options like Pay-Per-Click (PPC) and affiliate marketing.
- Explain the role of search engine optimization (SEO) in driving organic traffic to an e-commerce website.

- i) What are the benefits and challenges of using social media for e-commerce marketing?
- j) Discuss the concept of data privacy and its importance in online transactions.
- k) A local bakery experiencing high foot traffic wants to launch online delivery but lacks technical expertise. What are the potential benefits and risks for the bakery in venturing into online delivery?
- l) A new eco-friendly cleaning product brand struggles to compete with established manufacturers in traditional brick-and-mortar stores. Explain how e-commerce could be a strategic advantage for this brand, considering their niche market.

Part-III

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

- | | | |
|----|--|------|
| Q3 | Present your viewpoints about the impact of e-commerce on traditional retails sector. Considering pros and cons. | (16) |
| Q4 | Compare and contrast two popular digital payment methods (e.g., credit cards, digital wallets) in terms of security, convenience, and transaction fees. Explain which method you would recommend for a specific type of e-commerce business and why. | (16) |
| Q5 | Describe the concept of online marketplaces and their role in e-commerce. Discuss the advantages and disadvantages for businesses to sell through online marketplaces compared to operating their own e-commerce websites. | (16) |
| Q6 | Explain about the growth of E-business entrepreneurship in India. View, how these Businesses add value to Indian economy as well as ease the customer's convenience. | (16) |