Semester : 3rd Sem. MBA
Batch : 2024-26
Subject : Data Mining for Business Decisions
Subject Code : MBPC3017

Date : 15.09.2025
Class Test : I
Duration : 1 Hr.
Full Marks : 30

## Section- A

1. **Answer any four out of following questions.**  [4 x 2 = 8]

   a. What is Data Mining? Write its scope and advantage.  [CO1]

   b. Name the Data Mining techniques.  [CO1]

   c. What is EDA.  [CO1]

   d. What is the difference between Histogram and Bar chart  [CO1]

   e. Define correlation  [CO1]

## Section-B

2. **Answer any two questions out of following**  [2 x 6= 12]

   a. Explain the importance of Data Mining in deriving business value with suitable examples.  [CO2]

   b. Describe the steps involved in Exploratory Data Analysis (EDA) using R.[CO3]

   c. What is Principal Component Analysis (PCA)? Explain its role in reducing dimensionality with an example.  [CO1]

## Section-C

3. **Answer any one out of following questions.**  [1 x 10= 10]

   a. Discuss the applications of Data Mining in different domains (such as business, healthcare, education, and marketing) with examples.  [CO3]

   b. Explain Correlational Analysis and Data Visualization in detail. How do they help in understanding patterns in data?  [CO3]

*All the Best*

**Semester : 3ʳᵈ Sem. MBA**
**Batch : 2024-26**
**Subject:** Managing Digital Innovation and Transformation
**Subject Code : MBPC3018**

**Date : 16.09.2025**
**Class Test : I**
**Duration : 1 Hr.**
**Full Marks : 30**

## Section- A

1. **Answer any four out of following questions.**                      [4 x 2 = 8]

   a) What is meant by the term "Information Systems"?                 [CO1]

   b) What is the meaning of adapt value proposition in digital transformation? [CO1]

   c) Why there is a need of innovation in Information Systems?        [CO1]

   d) How digital technology can be useful for small scale organizations?   [CO1]

   e) Give two major examples of digital disruptions.                 [CO1]

## Section-B

2. **Answer any two questions out of following**                      [2 x 6= 12]

   a) What is digital innovation? Explain Different prospective of digitization. [CO1]

   b) Describe the internet's impact on information and how these changes are affecting business. Furnish relevant identifiable examples.          [CO1]

   c) Explain how digital transformation can impact organizational business objectives in crisis situations. Furnish relevant examples.          [CO1]

## Section-C

3. **Answer any one out of following questions.**                     [1 x 10= 10]

   a) Explain how innovation in product/service can lead to success for start-up entrepreneurs in business. Furnish suitable examples.          [CO1]

   b) How the modern retailing is changing due to digital transformations and it enhances business opportunities. Discuss with suitable example. [CO1]

*All the Best*

**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR**

Semester : 3ʳᵈ Sem. MBA          Date : 17.09.2025
Batch : 2024-26                  Class Test : I
Subject:  E-Commerce and Digital Markets      Duration : 1 Hr.
Subject Code : MBPC3019          Full Marks : 30

## Section- A

1.  **Answer any four out of following questions.**          [4 x 2 = 8]

    a)  Define E-commerce and list two of its key elements.          [CO1]

    b)  Differentiate between B2B and B2C models.          [CO1]

    c)  State any two advantages of E-commerce.          [CO1]

    d)  What is meant by the Direct-to-Consumer (D2C) model?          [CO1]

    e)  Explain the concept of "Bricks and Mortar vs Clicks and Mortar" with one example.          [CO1]

## Section-B

2.  **Answer any two questions out of following**          [2 x 6= 12]

    a)  Explain the differences between Traditional Business and E-Business with suitable examples.          [CO1]

    b)  Describe the various types of E-business models with examples.          [CO1]

    c)  Discuss the major social and behavioral issues associated with E-Business. [CO1]

## Section-C

3.  **Answer any one out of following questions.**          [1 x 10= 10]

    a)  Discuss the advantages and limitations of E-commerce with examples. [CO1]

    b)  What is an E-Business Plan? Explain the steps involved in creating one. [CO1]

*All the Best*

Semester : 3rd Sem. MBA
Batch : 2024-26
Subject: Managing Digital Platforms
Subject Code : MBPC3020

Date : 17.09.2025
Class Test : I
Duration : 1 Hr.
Full Marks : 30

## Section- A

1. **Answer any four out of following questions.**          [4 x 2 = 8]

   a) What do you understand by a digital platform? How is it different from a mobile app?          [CO1]
   b) List two distinct features of enterprise digital ecosystems.          [CO1]
   c) Explain the term platform governance in one line.          [CO1]
   d) Elaborate channel optimization in context of digital platforms.          [CO1]

## Section-B

2. **Answer any two questions out of following**          [2 x 6= 12]

   a) Highlight major challenges faced in adopting a total digital economy. Contrast it with traditional economy.          [CO1]
   b) Illustrate the dynamics of network effects in platform growth and sustainability.          [CO1]
   c) What are the different types of digital platforms? Explain.          [CO1]

## Section-C

3. **Answer any one out of following questions.**          [1 x 10= 10]

   a) If all types of digital platforms became free from any governance or regulatory control, what would be the main advantages and disadvantages for society and businesses? Illustrate with suitable real-world scenarios.          [CO1]

   b) What exactly is digital media optimization? What are the various methods and techniques for optimizing digital media?          [CO1]

*All the Best*