

Registration No.:



Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA303E

3<sup>rd</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: E-Commerce and Digital Markets

BRANCH(S): MBA, RM, GM

Time: 3 Hours

Max Marks: 100

Q.Code: R282

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) Define e-commerce and e-business with examples.
- b) List key elements of data mining in e-commerce applications.
- c) Explain the importance of SEO in enhancing visibility for e-commerce websites.
- d) Differentiate between digital wallets and mobile banking in terms of security.
- e) Describe the ethical concerns associated with data privacy in e-commerce.
- f) What are NFTs, and how might they be utilized in digital marketing?
- g) Explain two types of e-CRM systems used in online businesses.
- h) Define cryptocurrency and discuss one potential advantage and disadvantage.
- i) What are the characteristics of a successful online brand?
- j) Describe two social media strategies that improve customer engagement.

**Part-II**

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

**(6 x 8)**

- a) Describe the role of supply chain management in the success of an e-commerce business.
- b) What are the advantages and challenges of influencer marketing for e-commerce brands?
- c) How does digital advertising differ between platforms like Google Ads and Facebook Ads?
- d) Explain the concept of "omnichannel retailing" and its relevance for e-commerce.
- e) Discuss the role of AI in personalizing customer experiences in online shopping.
- f) Compare and contrast PPC advertising and SEO in terms of cost-effectiveness.
- g) How do e-commerce websites measure and enhance conversion rates?
- h) What are the challenges in ensuring cybersecurity for small e-commerce businesses?
- i) Discuss the impact of mobile shopping trends on e-commerce.
- j) Explain the regulatory challenges surrounding digital payment systems.
- k) How can virtual reality (VR) enhance product experiences for online shoppers?
- l) What are some strategies that help retain customers in highly competitive digital markets?



**Part-III**

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

- |           |   |             |
|-----------|---|-------------|
| <b>Q3</b> | Analyze the effects of e-commerce on the traditional retail sector, highlighting both positive and negative impacts.  | <b>(16)</b> |
| <b>Q4</b> | Discuss how emerging technologies like blockchain can transform digital payments in e-commerce. Provide examples.   | <b>(16)</b> |
| <b>Q5</b> | Describe the role of social media in brand building for e-commerce. How can companies measure its effectiveness?  | <b>(16)</b> |
| <b>Q6</b> | Compare and contrast different online business models, including subscription-based, freemium, and marketplace models. Explain the potential of each model for long-term success in e-commerce. | <b>(16)</b> |



Registration No.:



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MBA  
18MBA301E

3<sup>rd</sup> Semester Regular/Back Examination: 2024

Data Mining for Business Decisions

BRANCH: MBA, RM, GM

Time: 3 Hours

Max Marks: 100

Q.Code: R085

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 the key component of a data warehouse architecture?
- Differentiate between supervised and unsupervised learning with examples.
- Explain the use of concept of data reduction and data integration.
- Find the normalized data after performing min-max normalization by setting min = 0 and max = 1 for the data values 100, 200, 300, 400, 500, 600, and 700.
- How does association rule mining work and where it is applied?
- What are the main challenges in handling data in Data Mining?
- Differentiate between slice and dice operation.
- What is text mining and web mining?
- What is a dendrogram?
- What is a Neural network?

Part-II

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

- How does ETL (Extract, Transform, and Load) work in the context of Data Warehousing?
- Compute the Euclidean distance, and Manhattan distance for similarity and dissimilarity among the following data.

	A1	A2	A3
X1	1.5	1.2	2
X2	7	6.3	4
X3	3.9	2.8	9
X4	4.2	7	3

- Perform the first iteration of K-Means clustering for the points (1,2), (3,4), (5,6), (8,8) with initial centroids at (1,2) and (5,6). Assign the points to the nearest cluster.



- d) In a dataset, 100 transactions include: (Milk, 50 transactions), (Bread, 30 transactions), (Both Milk and Bread, 20 transactions). Calculate the support and confidence for the rule Milk  $\rightarrow$  Bread.
- e) Describe the role of PCA in dimension reduction.
- f) What is the role of a Bayesian Classifier?
- g) What is a Confusion Matrix? What is its utility? Write the formulae for Precision, Recall, and F1 Score.
- h) What are the benefits of Market Basket Analysis?
- i) Explain in detail about the ROC and AUC.
- j) Write in detail about the various stages of KDD process.
- k) What is the importance of Apriori algorithm? How does it find frequent item sets?
- l) Which visualization techniques are used in Data Mining?

### Part-III

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

- Q3 Discuss regression analysis and time-series forecasting as key predictive techniques for business forecasting. (16)
- Q4 Describe in detail the working mechanism of Decision Tree classifier. Which classification measures are used to evaluate the performance of this classifier and analyze its advantages and limitations in a business context. (16)
- Q5 What is clustering in Data Mining? Compare and contrast partitioning methods (K-Means) and hierarchical methods. (16)
- Q6 Discuss issues such as scalability, data quality, privacy, and interpretability in Data Mining. Suggest practical solutions to overcome these challenges, with examples from business scenarios. (16)



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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA304E

3<sup>rd</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: Managing Digital Platforms

BRANCH(S): MBA, RM, GM

Time: 3 Hours

Max Marks: 100

Q.Code: R355

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) List the main types of digital platforms with examples.
- b) Explain the concept of channel optimization in digital platforms.
- c) What are the key benefits of investing in cloud-based digital platforms?
- d) Why is Facebook regarded as a leading social networking platform?
- e) Define intellectual property in the context of the digital economy.
- f) Describe pricing strategies for digital services in future markets.
- g) How does artificial intelligence enhance online user experience?
- h) Discuss the role of blockchain in ensuring digital platform security.
- i) What is the potential impact of the metaverse on digital platforms?
- j) Identify one key challenge related to data privacy in digital environments.

**Part-II**

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

(6 x 8)

- a) Describe various digital platforms and their roles in modern business ecosystems.
- b) What emerging technologies are driving digital platform innovation? Discuss their potential impacts.
- c) Identify and explain one major challenge faced by digital enterprises today.
- d) Discuss the importance of intellectual property protection in the digital economy.
- e) What is the role of the Chief Technology Officer (CTO) in managing digital platforms for an organization?
- f) Explain the effects of cloud computing on an organization's operational processes with examples.
- g) Define cross-media marketing and its significance in digital branding.
- h) How does self-branding contribute to digital marketing success?
- i) Explain the influence of user-generated content on audience engagement within digital platforms.



- j) In what ways are augmented reality (AR) and virtual reality (VR) enhancing user experiences on digital platforms?
- k) How are businesses tailoring digital strategies to meet the needs of Generation Z consumers?
- l) Describe how artificial intelligence is leveraged in digital ecosystems to optimize processes.

### Part-III

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

- |    |   |      |
|----|---|------|
| Q3 | Describe cross-media marketing and its importance in building a cohesive brand experience across digital channels.  | (16) |
| Q4 | Analyze the competitive dynamics of inter-platform and intra-platform competition, with examples of how leading companies manage these challenges.                                    | (16) |
| Q5 | Define digital media optimization. Discuss different methods and strategies for optimizing digital media performance.   | (16) |
| Q6 | Explore the potential consequences of unregulated digital platforms on businesses and society. Include examples to discuss impacts on user experience, ethics, and digital practices. | (16) |