



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

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

Date : 07.11.2025
Class Test : II
Duration : 1 Hr.
Full Marks : 30

Section- A

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) What is the difference between Regression and Classification? [CO1]
 - b) What is Logistic Regression used for? [CO1]
 - c) Define Artificial Neural Network (ANN). [CO2]
 - d) What is Clustering? [CO2]
 - e) What is the purpose of Market Basket Analysis? [CO3]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Differentiate between Linear Regression and Logistic Regression. [CO1]
 - b) Explain the concept and process of Market Basket Analysis with an example. [CO3]
 - c) Explain how clustering can be applied in customer segmentation. [CO2]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Discuss Association Rule Mining in detail. Explain support, confidence, and lift with an example. [CO3]
 - b) Explain the process of building and interpreting a Decision Tree model. [CO4]

All the Best



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 3rd Sem. MBA

Batch : 2024-26

Subject: Managing Digital Innovation and Transformation

Subject Code : MBPC3018

Date : 08.11.2025

Class Test : II

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 social computing in the context of community activities? [CO3]
 - b) Define Change Management in the context of digital platforms. [CO4]
 - c) What is the meaning of Internet of Things (IOT)? [CO4]
 - d) What is the concept of Cloud Computing? [CO4]
 - e) Explain the concept of Blockchain technology. [CO4]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) What are the four stages of technology in the context of service sector innovations and transformation. [CO2]
 - b) Explain how social media transformation is impacted through digital innovation and transformation. [CO3]
 - c) Discuss the role of organizational culture in building and managing a virtual organization, with relevant examples. [CO4]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Describe the relevant aspects of classification of digital transformation, and explain how Innovation strategies are impacted by the Technology S-Curve. [CO2]
 - b) Is “Industry 4.0 a successful transformation with AI, Cloud Computing and Blockchain etc”? Furnish a few examples to either support or negate the statement and justify your answer with reasons. [CO4]

All the Best



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 3rd Sem. MBA

Batch : 2024-26

Subject: E-Commerce and Digital Markets

Subject Code : MBPC3019

Date : 06.11.2025

Class Test : II

Duration : 1 Hr.

Full Marks : 30

Section- A

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) Define digital marketing and explain its role in modern business. [CO2]
 - b) What is an electronic payment gateway? List any two examples. [CO2]
 - c) Explain the term intermediation and disintermediation in e-commerce. [CO3]
 - d) What is the importance of e-CRM in digital business operations? [CO2]
 - e) Mention any two e-marketing tools and their use in e-business. [CO3]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Discuss various types of electronic payment systems and explain their advantages and limitations. [CO 2]
 - b) Analyze the role of strategic e-marketing in enhancing brand visibility and customer engagement in online platforms. [CO3]
 - c) Explain how e-business channel functions influence intermediation and disintermediation in digital markets. [CO3]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Evaluate the entrepreneurial opportunities available through e-business models and electronic market design in India. [CO4]
 - b) Discuss in detail the integration of digital payment systems, e-CRM, and e-marketing strategies for successful e-commerce entrepreneurship. [CO4]

All the Best



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

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

Date : 08.11.2025
Class Test : II
Duration : 1 Hr.
Full Marks : 30

Section- A

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) How is an intellectual property in digital economy different to the traditional intellectual properties? [CO2]
 - b) How does AI enhance user experience? [CO2]
 - c) What are pricing policies in the future of digital platforms? [CO2]
 - d) What are the most effective ways to promote a digital platform? [CO3]
 - e) What is the role of block chain in the digital platform security? [CO3]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) In the context of digital platforms, explain the role of user-generated content and its influence on audience engagement. [CO2]
 - b) What is the role of self-branding strategies in digital marketing? [CO4]
 - c) What is meant by cross media marketing strategy? [CO2]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Describe the role and importance of a tech-savvy leadership in promoting digital business innovation. Suggest a few ideas as to how LinkedIn can increase its business revenue? [CO4]
 - b) Share your view on the evolution of digital media. How does the future of digital platforms look like? Which marketing strategies will have sustainable impact in the upcoming decade? [CO3]

All the Best