Registration No.										

BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

MBA- WORKING PROFESSIONAL

Semester : 3rd Sem. MBA | **Date : 20.09.2026**
Batch : 2025-27 | **Class Test : I**
Subject : Data Mining for Business Decisions | **Duration : 1 Hr.**
Subject Code : MBPC3017 | **Full Marks : 30**

Section-A

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

a) What is the need and scope of Data Mining in business decision-making? [CO1]

b) Explain the KDD (Knowledge Discovery in Databases) process in brief. [CO1]

c) What is the significance of data visualization in exploratory analytics? [CO2]

d) What is a Decision Tree, and what problem type is it typically used for? [CO3]

e) What is an Artificial Neural Network (ANN)? Name its basic architectural components. [CO3]

Section-B

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

a) Discuss the value derived from Data Mining across different industries, with suitable examples. [CO1]

b) Explain the concept and business interpretation of correlational analysis. How would you implement it using R/Rattle? [CO2]

c) Explain the concept and construction of Decision Trees. How would you build one using R/Rattle? [CO3]

Section-C

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

a) What is Clustering? Explain the K-Means and Hierarchical Clustering techniques, describing all the steps involved in each, with a suitable business example. [CO3]

b) Explain the complete Data Mining process (KDD) from data collection to deriving business value. Discuss how Exploratory Data Analytics, Correlational Analysis, and PCA support this process, illustrating with a business case. [CO2]

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BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

MBA- WORKING PROFESSIONAL

Semester : 3rd Sem. MBA | **Date : 20.09.2026**
Batch : 2025-27 | **Class Test : I**
Subject : Managing Digital Innovation and Transformation | **Duration : 1 Hr.**
Subject Code : MBPC3018 | **Full Marks : 30**

Section-A

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

a) Define the need of innovation in Information Systems? [CO1]

b) Identify two ways in which digital technology can benefit small-scale organizations. [CO1]

c) What is the concept of Social Computing? [CO1]

d) Outline the role of digital disruption in the growth of information systems. [CO1]

e) Describe briefly the meaning of an adapted value proposition in digital transformation. [CO1]

Section-B

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

a) How are digital innovation and transformation a driving force for Business Process Reengineering? [CO1]

b) Explain digital economy and its major IT characteristics with suitable examples. [CO1]

c) Discuss the major emerging technology developments and trends experienced by common consumers in recent years. [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) Evaluate the Technology S-Curve and its implications for innovation strategies at different stages of technological development. [CO1]

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BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

MBA- WORKING PROFESSIONAL

Semester : 3rd Sem. MBA | **Date : 20.09.2026**
Batch : 2025-27 | **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) What is E-Commerce? Give any two examples of E-Commerce businesses. [CO1]
b) What is an E-Business model? Mention any two types of E-Business models. [CO1]
c) Write any two advantages of E-Commerce. [CO1]
d) What is meant by the global economy? How does E-Commerce help businesses reach global customers? [CO1]
e) What is an E-Business plan? Mention any two important elements of an E-Business plan. [CO1]

Section-B

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

a) Explain the meaning of E-Commerce and discuss its major features with suitable examples. [CO1]
b) Explain different types of E-Business models with suitable examples. [CO1]
c) Discuss the role of E-Commerce in the growth of the global economy. Mention some benefits of E-Commerce to businesses and customers. [CO1]

Section-C

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

a) Explain the various steps involved in preparing an E-Business plan. Discuss the importance of technology, customers, and business strategy in an E-Business plan. [CO1]

b) Explain the concept of E-Commerce in detail. Discuss its evolution, major business models, advantages, and the role of technology in the growth of E-Commerce. [CO1]

All the Best

Registration No.											

BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

MBA- WORKING PROFESSIONAL

Semester : 3rd Sem. MBA | **Date : 20.09.2026**
Batch : 2025-27 | **Class Test : I**
Subject : Managing Digital Platforms | **Duration : 1 Hr.**
Subject Code : MBPC3020 | **Full Marks : 30**

Section-A

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

a) What is a Platform Economy? Please provide 2-3 examples of Platform Economies. [CO1]

b) What is a Transaction Platform. Please provide 2-3 examples of such platform? [CO1]

c) What are various types of Digital Platforms along with their major classification? [CO1]

d) Please highlight the importance of Interoperability and Scalability as part of the Digital Ecosystem? [CO1]

e) What is Search Engine Optimization (SEO). Please provide one liner description about its role in enhancing visibility of an enterprise? [CO1]

Section-B

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

a) Please share your understanding on Product Dependent and Product Independent Platforms? Please discuss various key aspects of such platforms with relevant examples. [CO1]

b) What is an Enterprise Digital Ecosystem? Describe Reliance Retail's Digital Ecosystem along with its various digital components. [CO1]

c) Describe the various challenges faced by the Modern Digital Enterprises. Please differentiate between Technological and Organizational/Strategic Challenges. [CO1]

Section-C

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

a) How Digital Platform economies are different from traditional economies? Discuss key aspects of each economy emphasizing on their revenue generation model. [CO1]

b) What is the role of a Platform Service Provider in forming a successful Digital Enterprise. Discuss about various examples of Platform Service Providers with their key platform offerings. [CO1]

All the Best