16 Dec. 23

[6118]-1006
M.B.A.
GC - 06 - 106 : Digial Business
(2019 Pattern) (Revised) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

1) All questions are compulsory.
2) Figures to the right indicate full marks.
3) Give relevant examples.

Q1) Solve any Five : [10]

a) What is digital business ecosystem.

b) List most commonly used online travel booking websites.

c) Define social learning.

d) Explain the concept IoT.

e) Define social shopping.

f) Describe virtual communities.

g) Define collaboration 2:00.

h) Define the term - E - Tailing.

Q2) Solve any Two : [10]

a) Difference between traditional logistics and e-logistics.

b) List the benefits and limitations of social commerce to customers, Retailers, Employees etc.

c) Differentiate between mobile marketing and social media marketing.

P.T.O.

Q3) Solve any One :

a) Explain the types & participants in e-market place.

b) 'E-commerce has significantly affected government service' elaborate the statement.

Q4) Solve any One : **[10]**

a) 'Success of digital business ecosystem depend on smoth working of various participants in ecosystem'. Elaborate the statement with reference digital payment in digital business ecosystem.

b) Define social media marketing for promoting new product launched by FMCG company.

Q5) Solve any One : **[10]**

a) You are appointed as consultant for designing rating app. Design a suitable model for the same.

b) You are appointed as consultant for designing Insurance providing app. Design a suitable model for the same.

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[5946]-16
First Year M.B.A.
106 : GC - 06 - DIGITAL BUSINESS
(Revised 2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:
1) *All questions are compulsory.*
2) *All questions carry equal marks.*

Q1) Solve any Five:- **[10]**

a) Define 'peer-to-peer' commerce.

b) Recall the examples of any two 'online stock trading apps'.

c) Identify the meaning of 'collaboration 2.0'.

d) List any two examples of 'Pure Virtual' companies.

e) Recollect the meaning of 'Enterprise Social Network'.

f) Enumerate any two examples of 'C2C model' of e-commerce.

g) Memorize the meaning of 'Smart Card'.

h) Define 'Social Customer'.

Q2) Solve any two **[10]**

a) Differentiate between 'Traditional auction and e-auction'.

b) Compare and contrast 'Online Job Market Vs Traditional Job Market'.

c) Mention any 5 benefits of e-commerce with respect to customers.

Q3) Solve any one **[10]**

a) 'The global logistics outsourcing market holds a forecasted revenue of US $ 986.4 Billion in 2022.' Analyse the statement.

OR

b) The success of digital business is driven by carefully handling the ethical, legal and technology issues'. Appraise.

Q4) Solve any one

    a)   "Virtual communities is a perfect place to listen to customers". Analyse the statement.

<p align="center">OR</p>

    b)   India Internet of things market size reached US 1 Billion $ in 2022. It is excepted to reach 2.2 Billion $ by 2028. Appraise the significance of IoT in terms of 'Smart Homes'.

Q5) Solve any one.   **[10]**

    a)   You are appointed as consultant. As a consultant design a suitable business model of 'Online Job Portal'.

<p align="center">OR</p>

    b)   Indian e-commerce market is dominated by Amazon and Flipkart. It has witnessed a growing competition from players like JioMart and Tata digital, Meesho, etc. A new company is planning to enter in e-commerce business. Design a suitable business model for this company.

Total No. of Questions : 5]

PA-4158

SEAT No. :

[Total No. of Pages : 2

[5946]-106

First Year M.B.A.

106-GC-06 : DIGITAL BUSINESS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

1) *Read Instructions carefully.*
2) *All questions are compulsory.*
3) *All questions carry equal marks.*

Q1) Answer any 5 questions out of 8 questions (Each question carry 2 marks):

a) Explain the concept of 'Disintermediation'.

b) Define 'Gamification'.

c) Define 'Mobile Commerce'.

d) Recall the term 'Social collaboration'.

e) List the limitations of E-Books.

f) Sunsilk Gang of Girls includes all the below things EXCEPT on the virtual community.

   i) Styling tips   ii) Blogs

   iii) Contests   iv) Competitive information

g) E-market places those owned & operated by a single company are _____ while E-market places on ten owned by a third party are _____.

   i) Private, Public   ii) Public, Private

   iii) Private, Private   iv) Public, Public

h) Zerodha kite and Angel Broking are _____.

   i) Traffic apps   ii) Logistic app

   iii) Weather app   iv) Stock Trading app

P.T.O.

Q2) Answer any 2 out of 3 (Each question carry 5 marks):

   a)   Define E-Market place and Discuss any two types of E-Market place.

   b)   Summarise any two forms of Online Entertainment.

   c)   List any two benefits of E-Commerce to consumers as well as business houses.

Q3) a)   Compare and contrast Retailers Vs. E-Tailers.

OR

   b)   'Virtual communities is a perfect place to listen to customers? Appraise.

Q4) a)   "With rapid growth and increasing success, the online travel industry is becoming very popular." Analyse the statement.

OR

   b)   'Indian Customers are moving from Homemade Food to Food delivered at doorstep'. Appraise the statement.

Q5) a)   You are appointed as a consultant, design suitable business model for a multinational company launching 'Online Music Entertainment'.

OR

   b)   You are appointed as a consultant, compose a suitable business model canvas for starting a 'Online Real Estate business'.

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Total No. of Questions : 5]

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SEAT No. :

[Total No. of Pages : 2

[5860]-106

First Year M.B.A.

106 - GC - 06 : DIGITAL BUSINESS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

1) *All Questions are Compulsory.*

2) *Figures to the right indicates full marks.*

3) *Give relevant examples.*

Q1)   Solve any Five:

a) Define E-health. [2]

b) List any five limitations of E-commerce. [2]

c) Define e-training with example. [2]

d) Describe affiliate marketing. [2]

e) Name the business model of amazon. [2]

f) Define web stores and malls. [2]

g) Describe M. government. [2]

h) List the drivers of web 2.0. [2]

P.T.O.

Q2) Solve any Two:

    a) Compare and contrast traditional auction with e-auction.   **[5]**

    b) Identify the importance of social media marketing for country like India.**[5]**

    c) Classify e-business models and discuss with suitable examples.   **[5]**

Q3) Solve any one:

    a) Identify the major personal finance services available online and illustrate the factors for growth.   **[10]**

    b) Illustrate the role of intermediaries in E-market-place. Give suitable examples in relation to ecommerce company.   **[10]**

Q4) Solve any one:

    a) Analyze the importance of e-training in IT organization and classify them with suitable examples.   **[10]**

    b) Analyze the difference between G2B and G2G models with suitable examples.   **[10]**

Q5) Solve any one:

    a) You have been appointed as Senior Manager in Multi-national company. Design the business model for digital gaming business you want to launch on digital platform.   **[10]**

    b) Design in detail the structure of Supply Chain Management of e-commerce company starting business in grocery items.   **[10]**

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[5659]-5006

First Year MBA (Semester - I)

106 : DIGITAL BUSINESS

(2019 Pattern)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *Assume Suitable Data if necessary.*
2) *Draw neat labeled diagrams wherever necessary.*
3) *Figures to the right indicate full marks.*
4) *All Questions are compulsory.*

Q1) Solve any five :

     a)   Define Aggregators   **[2]**

     b)   Elaborate the concept of Enterprise 2.0 .   **[2]**

     c)   Define E- Mall   **[2]**

     d)   List any two characteristics of Successful E-Tailing.   **[2]**

     e)   Enlist most commonly used online travel booking websites.   **[2]**

     f)   Memorise any two applications of FINTECH.   **[2]**

     g)   Name any two benefits of e-procurement method.   **[2]**

     h)   Define Click-and-mortar organisations.   **[2]**

Q2) Solve any two :

     a)   Describe the advantages of Enterprise Social Network.   **[5]**

     b)   Explain the term Social Customer.   **[5]**

     c)   Discuss 2 benefits of online travel.   **[5]**

P.T.O.

Q3) Solve any one :

a) Classify and appraise the different components of E-market places. [10]

b) 'The entry of Spotify and YouTube Music will further accelerate the growth of music streaming in India'. Evaluate the statement. [10]

Q4) Solve any one :

a) Summarise the drivers for popularity of Mobile Games in India. [10]

b) "Elaborate the growing adoption of wearable computing devices by the consumers. [10]

Q5) Solve any one :

a) Summarise in detail the advantages of E-Employment with reference to job seeker and employer. [10]

b) E travel industry contributes to 88% growth of Indian e-commerce market. Evaluate the statement in context to the characteristics of E travel industry. [10]

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Total No. of Questions : 5]

SEAT No. :

P4724

[Total No. of Pages : 2

[5659]-1006

M.B.A.

106 : BASICS OF MARKETING

(2016 Pattern)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   *All questions are compulsory.*

2)   *All questions carry equal marks.*

Q1) **a)** To be successful, each company that deals with customer on a regular basis must not only be customer driven but also customer obsessed. Explain the concept of selling v/s marketing in the light of above statement.

OR

b) Explain the following core concepts of Marketing with a suitable example.

   i)   Customer Delight.

   ii)   Customer loyalty.

   iii) Exchange.

   iv)   Customer and consumer.

   v)   Customer satisfaction.

Q2) **a)** Explain the comparison between organizational buying behaviour and consumer buying behaviour.

OR

b) Analyze the steps involved in buying decision process for bike.

Q3) **a)** Undertake a macro environmental analysis for any one of the following :

   i)   Smart phone.

   ii)   BMW cars.

OR

b) Explain the various elements involved in micro environment and how they affect business organisation with the help of suitable example.

Q4) **a)** Explain the concept of differentiation and positioning with context to todays competitive environment.

OR

P.T.O.

b) What do you understand by market segmentation? What would be the base of market segmentation for any one of the following :

   i)   Diamond Jwellery.

   ii) Denim Jeans.

Q5) a) Write short note on (Any 2)

   i)   Convenience Goods.

   ii) Unsought Goods.

   iii) Goods service continuum.

                                OR

b) Patanjali Ayurved offering range of products like toothpaste, toothpowder, handwash, biscuits, noodles etc. Analyse the product mix of the company. Make necessary assumptions.

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[5565]-1006
M.B.A.
106 : BASICS OF MARKETING
(2016 Pattern) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) All questions are compulsory.
2) Each quesion has an internal option.
3) Each question carries 10 marks.
4) Figure to the right indicate marks for question.

Q1) Now a days the market is increasingly becoming complex; and uncertain. What might once have been considered a "strategy" is little more than dynamic in today's changing environment. Discuss the meaning and core concepts of marketing in the light of above statement. **[10]**

OR

Discuss the tips of marketing mix with an example of a shopping Mall. **[10]**

Q2) In marketing, consumer is the most significant element. Consumer's likes and dislikes play a vital role in regards to marketing plans & policies of any company. Explain consumer buying behvior and its characteristics in the light of above statement. **[10]**

OR

Analyse the steps involved in buying decision process for a LED TV. **[10]**

Q3) Explain various elements of Micro Environment. How do they affect any business/company. Explain with any suitable example. **[10]**

OR

Conduct a macro level environmental at analysis for any one of the following market: [10]

a) Medical shop.

b) Tourism company.

Q4) Define Market Segmentation. What are the basis of Market Segmentation for consumer goods. [10]

OR

As a Marketing Manager of an organization develop "Market segment, targetting and position for following : [10]

a) FM Radio channel.

b) Detergent powder.

Q5) Explain goods and services continuous with respect to the situation where you checked in a five star hotel room. [10]

OR

What do you mean by product? Classify consumer product and industrial product. [10]

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[5465]-1006

M.B.A.

106 : BASICS OF MARKETING

(2016 Pattern) (Semester - I)

Time : 2¼ Hours]   *[Max. Marks :50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Each question has an internal option.*

   3)   *Each question carries 10 marks.*

   4)   *Figures to the right indicates marks for that question.*

Q1) a)   Design a marketing mix for a fast food resto.   **[10]**

                    OR

   b)   Define marketing. Explain the core concepts of marketing with suitable examples.   **[10]**

Q2) a)   Enlist and analyze the steps involved in the buying decision process for the product 'i'phone'.   **[10]**

                    OR

   b)   Explain the comparision between organizational buying behaviour and consumer buying behaviour.   **[10]**

Q3) a)   Undertake the macro environmental analysis for any one of the following: **[10]**

     i)   Family holiday package.

     ii)   LED smart TV.

                    OR

   b)   Explain the various elements of micro environment and how do they affect business organization with the help of suitable examples.   **[10]**

Q4) a) Explain the concept of differentiation and positioning in the context of today's competitive environment. **[10]**

OR

b) Name and describe the bases for segmentation that might be used in segmenting consumer markets. Which segmenting variables do you think 'Godrej' is using for 'Hair Dyes'. **[10]**

Q5) a) What are the elements of product mix? Describe product mix in the context of nay FMCG product. **[10]**

OR

b) Write short notes (<u>any two</u>): **[10]**

    i)   Convenience Goods.

    ii)   Unsought Goods.

    iii)   Goods and services continuum.

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Total No. of Questions : 5]

P1426

SEAT No. :

[Total No. of Pages : 2

[5365]-1006

M.B.A

106: BASICS OF MARKETING

(2016 Pattern) (Semester-I)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates

1) *All questions are compulsory.*
2) *Each question has an internal option.*
3) *Each question carries 10 marks.*
4) *Figures to the right side indicate marks.*

Q1) a) Define the term marketing? Explain the cell concepts of marketing with suitable examples **[10]**

OR

b) What do you understand by 4Pl of marketing mix? Discuss the 4pl in detail with context to any retail shop of your choice. **[10]**

Q2) a) Enlist Explain and analyze the steps involved in the buying decision process for the produce i-phone. **[10]**

OR

b) Explain the comparison between organizational buying behaviour and continues buying behaviour. **[10]**

Q3) a) Undertake a macro environmental analysis for any <u>one</u> of the following.

   i) Beauty parlour/salon

   ii) LED smart TV **[10]**

OR

b) Explain the various elements involved in micro environment and low the they affect business organisation with the help of suitable example. **[10]**

P.T.O.

Q4) a) Explain in concept of differentiation and poisoning with context to todays competitive environment. **[10]**

OR

b) What do you understand by marker segmentation. What would be the base of market segmentation for any <u>ONE</u> of the following.
i) Tractor
ii) Washing machine **[10]**

Q5) a) What are the elements of product mix? Describe in the context of any FMCC produce of your choice. **[10]**

OR

b) Write short note on (Any 2): **[10]**
i) Convenience Goods
ii) Unsought Goods
iii) Goods service continuum

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