

# University of Mumbai

## Examinations summer 2022

Time: 2hour 30 minutes Max. Marks: 80

Q1.	Choose the correct option for following questions. All the Questions are compulsory and carry equal marks
1.	_____describes the manner in which business is done to generate revenue and create value.
Option A:	Digital Business
Option B:	Business Model
Option C:	E-commerce
Option D:	CRM
2.	The _____ section of the business plan should be written last.
Option A:	financial statements
Option B:	executive summary
Option C:	Appendices
Option D:	Index
3.	_____ is a new digital ecosystem, which can be described through five Cs: creativity, connectivity, collaboration, convergence, & community.
Option A:	.NET
Option B:	Web 2.0
Option C:	IoT
Option D:	Webex
4.	Process of concealing the source of large amounts of money that have been gained through illegitimate means
Option A:	Bank Fraud
Option B:	Forgery
Option C:	Blackmail
Option D:	Money Laundering
5.	The primary source of financing during the early years of e-commerce was _____.
Option A:	Initial public offerings.
Option B:	Large retail firms.
Option C:	Bank loans.
Option D:	Venture capital funds.
6.	Mission statement and vision is the part of which Strategic Process.
Option A:	Formulation of Strategy
Option B:	Implementation of Strategy
Option C:	Evaluation of Strategy
Option D:	Internal Analysis Strengths weakness
7.	Which service encompasses all technologies used to transmit and process information on an across a network?
Option A:	Benchmarking
Option B:	Interoperability
Option C:	Scalability

Option D:	Web Services
8.	What is NOT a benefit of BYOD?
Option A:	Reduced costs.
Option B:	Viruses and security issues.
Option C:	Familiarity.
Option D:	Ownership.
9.	Which Of The Following Factors Can Impact The Open Rate Of Your Email Campaigns?
Option A:	The chance for customers to opt-out
Option B:	The number of pictures in your email
Option C:	The subject line of the email
Option D:	The number of links contained in the email
10.	A “glue” between client and server parts of application.
Option A:	Middleware
Option B:	System Software
Option C:	Package
Option D:	Firmware

<b>Q2</b>	<b>Solve any Four out of Six</b>	<b>5 marks each</b>
A	Discuss different drivers of digital business management.	
B	Explain different factors that affect consumer behavior	
C	Explain Firewall as Security Control	
D	Discuss various Legal, Ethics and Societal impacts of E-commerce	
E	State and Explain opportunities & Challenges in Digital Business?	
F	Compare & contrast physical Economy with Digital Economy?	

<b>Q3.</b>		
A	<b>Solve any Two out of Three</b>	<b>5 marks each</b>
i.	Discuss various security issues related to E-commerce?	
ii.	What are the types of E-Commerce models?	
iii.	Explain process of Digital Transformation	
B	<b>Solve any One</b>	<b>10 mark each</b>
i.	Explain the components of Business plan document in e-business.	
ii.	Explain Analysis of Company’s Internal and External environment	

<b>Q4.</b>		
A	<b>Solve any Two out of Three</b>	<b>5 marks each</b>
i.	What is Information System? Explain its Components?	
ii.	Components of E-SCM	
iii.	Short note on Mobile Commerce	
B	<b>Solve any One</b>	<b>10 mark each</b>
i.	Explain Digital Signature. Explain its importance in Digital Business.	
ii.	Explain ERP and its components.	