

Comprehensive Concurrent Evaluation (CCE)

MBA SEM I / (2023-24)

CCE 1 [Div (A & C)]

Subject Name: Digital Business**Code:** 106**Credit:** 3**Important Instructions:**

Student Name, Course name, Course code and contact number, email must be clearly mentioned on the first page.

Group	Component	Marks	Date of Submission
B	Caselet	50	3 Nov 2023

1) An activity tracker is a device or application for monitoring and tracking health and Fitness related metrics such as distance walked or run, calorie consumption, heartbeats, and even the quality of sleep. Describe fitness tracker benefits from fitbit.com.

2) According to a eMarketer study, by 2025, approximately 25% of all online retail transactions in the India will take place on mobile devices. What are the major benefits to Individual of m-commerce application uber?

3) Bluenile.com, a pure-play online e-tailer that specializes in revenue reached \$480 million. The company became the eighth-largest specialty jewellery company in the United States diamonds and jewellery, capitalized on online diamond sales as a dotcom. Competition between Blue Nile and Amazon.com will continue to increase. In your opinion, which one will win?

4) The Axis Mobile app offered by Axis Bank at axisbank.com enable customers to access their accounts via smartphones and send text messages to request and receive account information checking an account balance. List some of the services provided by mobile banking.

5) IKEA is among the big players of the RTA (ready to assemble) furniture market as the world's largest furniture retailer since 2008. IKEA uses Augmented Reality to show how its furniture can fit in your house. Describe how AR can facilitate EC.

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CCE 2 [Div (A & C)]

Subject Name: Digital Business**Code:** 106**Credit:** 3**Important Instructions:**

Compulsory: Students attend this program online and get **certificate** from **Hubspot Academy** for **Free**

Submission of Certificate is must and considered as component of CCE

Student Name, Div, Course code and contact number, email must be clearly mentioned on the backside printout of Certificate.

Group	Component	Marks	Date of Submission
F	Certification	50	30 Nov 2023

Registration Link:<https://app.hubspot.com/signup-hubspot>**Name of Certificate Course:** Digital Marketing Course<https://academy.hubspot.com/courses/digital-marketing>
