Course: MBA - Prime
Year: I (Semester-1)
Batch: 2023-2025

SUBJECT: Digital Business (106)

QUESTION BANK

Unit 1: Electronic Commerce

Sr. No	Question Type	Question	Marks
1	**REMEMBERING (Define / Duplicate / / List / Memorize / / Repeat / State)**	1) Define Electronic Commerce. 2) Define Digital Revolution. 3) Define Digital world. 4) Define Social World. 5) Define Digital Economy. 6) Define Digital Enterprise. 7) Define Virtual Community. 8) Define Online Community. 9) Define E-Business.	**2**
2	**UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate)**	1) Describe Digital Revolution and Society. 2) Explain Digital and Social Worlds. 3) Discus Virtual Communities & Online Communities. 4) Identify different Emerging E-Commerce Platforms. 5) Describe Electronic Markets and Networks. 6) Identify benefits and Limitations of E-Commerce. 7) Classify Pure Versus Partial EC. 8) Identify The Benefits of E-Commerce. 9) Identify Limitations of E-Commerce.	**5**
3	**APPLYING (Execute / Implement/ Solve / Use / Demonstrate/ Interpret / Operate / Schedule / Sketch)**	1) Demonstrate the Content and Framework of E-Commerce. 2) Interpret Benefits and Limitations of E-Commerce.	**5**
4	**ANALYSING (Differentiate / Organise / Relate / Compare / Contrast / distinguish / Examine / Experiment / question / test)**	1) Organize Classification of E-Commerce by the Nature of the Transactions and Relationships Among Participants. 2) Differentiate between Brick and Mortar organization and digital organization.	**10**

5	**EVALUATING (Appraise / Argue / Defend / Select / Support / Value / Critique / Weigh)**	1) Analyze E Commerce Business Models. 2) Support Emerging E-Commerce Platforms: Augmented Reality, Virtual Reality and Crowdsourcing.	**10**
6	**CREATING (Design / Assemble / Construct / Conjuncture / Develop / formulate / Author / Investigate)**	1) Investigate impact of E-Commerce on business, government, customers, citizens and society. 2)	**10**

QUESTION BANK

Course Code: 106   Course Name: Digital Business

Unit 2: Mobile Commerce, Social Commerce and IoT

Sr. No	Question Type	Question	Marks
1	**REMEMBERING (Define / Duplicate / / List / Memorize / / Repeat / State)**	1) Define Mobile Commerce. 2) Define Mobile Marketing. 3) Define Mobile Shopping. 4) Define Mobile Advertising. 5) Define Social Commerce. 6) Define Social Business Networks. 7) Define Social Enterprise. 8) Define Social Media. 9) Define Enterprise 2.0. 10) Define Social Collaboration. 11) List essentials of Social Collaboration. 12) Define C2C E Commerce. 13) Define Person-to-Person models. 14) Define Internet of Things.	2
2	**UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate)**	1) Describe Social Business Networks and Social Enterprise. 2) Describe Social Media Marketing. 3) Describe Improved Business Models. 4) Discuss Benefits to Customers of Social Commerce. 5) Discuss Benefits to Retailers of Social Commerce. 6) Discuss Benefits to Employees of Social Commerce. 7) Explain different players in the ecosystem. 8) Describe Smart Homes and Appliances. 9) Explain Smart Cities and Smart Cars. 10) Explain Wearable Computing and Smart Gadgets.	5
3	**APPLYING (Execute / Implement/ Solve / Use / Demonstrate/ Interpret / Operate / Schedule / Sketch)**	1) Demonstrate Attributes Applications of M-Commerce. 2) Interpret Benefits of M-Commerce for Organization, customers and Society.	5

4	**ANALYSING (Differentiate / Organise / Relate / Compare / Contrast / distinguish / Examine / Experiment / question / test)**	1) Relate Benefits and Limitations of Social Commerce to customers, retailers and employees. 2)	**10**
5	**EVALUATING (Appraise / Argue / Defend / Select / Support / Value / Critique / Weigh)**	1) Appraise Platforms for Social Networking. 2) Support the importance of Smartwatches, Fitness Trackers, and Digital (Smart) Glass.	**10**
6	**CREATING (Design / Assemble / Construct / Conjuncture / Develop / formulate / Author / Investigate)**	1) Discuss Benefits and Limitations of Social Commerce to retailers, 2) Investigate the major benefits of IoT and drivers of IoT.	**10**

QUESTION BANK

Course Code: 106   **Course Name: Digital Business**

Unit 3: Digital Business Ecosystem

Sr. No	Question Type	Question	Marks
1	**REMEMBERING (Define / Duplicate / / List / Memorize / / Repeat / State)**	1) Define Webstores. 2) Define Malls. 3) Define Webstores. 4) Define Electronic Malls. 5) Define Web (Information) Portals. 6) Define Smart Cards. 7) Define Stored-Value Cards. 8) Define EC Micropayments. 9) Define Digital Currency. 10) Define Virtual Currency. 11) Dynamic Pricing	**2**
2	**UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate)**	1) Describe Electronic Commerce Mechanisms. 2) Explain Online Purchasing Process. 3) Describe E-Marketplaces and explain its types. 4) Explain Components and Participants. 5) Explain Disintermediation and Reintermediation. 6) Describe Customer Shopping Mechanisms.	**5**
3	**APPLYING (Execute / Implement/ Solve / Use / Demonstrate/ Interpret / Operate / Schedule / Sketch)**	1) Execute EC Order Fulfillment Process. 2) Implement Speeding Up Deliveries. 3) Demonstrate Structure of the Supply Chain. 4) Electronic Catalogs, E-Commerce Search Activities,	**5**
4	**ANALYSING (Differentiate / Organise / Relate / Compare / Contrast / distinguish / Examine / Experiment / question / test)**	1) Examine Digital and Virtual Currencies. 2) Relate Roles of Intermediaries in E-Marketplaces. 3) Differentiate Auctions - Traditional Auctions Versus E-Auctions,	**10**

5	**EVALUATING (Appraise / Argue / Defend / Select / Support / Value / Critique / Weigh)**	1) Evaluate Security, Ethical, Legal, Privacy, and Technology Issues of Digital Business Ecosystem. 2) Support Merchant Solutions: Electronic Catalogs, Search Engines, and Shopping Carts.	**10**
6	**CREATING (Design / Assemble / Construct / Conjuncture / Develop / formulate / Author / Investigate)**	1) Design Order Fulfillment in Make-to- Order (MTO) and Mass Customization. 2) Develop Partnering Efforts and Outsourcing Logistics.	**10**

QUESTION BANK

Course Code: 106 **Course Name: Digital Business**

Unit 4: Digital Business Applications - I

Sr. No	Question Type	Question	Marks
1	**REMEMBERING (Define / Duplicate / / List / Memorize / / Repeat / State)**	1) Define Electronic Retailing. 2) Define Social Shopping. 3) Define E-Banking. 4) Define M-Banking. 5) Define M-Government. 6) Define E-Learning. 7) Define Distance Learning. 8) Define E-Books. 9) E-Learning Management Systems. 10) Define Government to-Citizens. 11) Define Government-to-Business. 12) Define Government-to-Government. 13) Define Government-to-Employee. 14) Define M-Government.	2
2	**UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate)**	1) Describe E-Tailing Business Models. 2) Classification of E-Tailing Business Models by Distribution Channel. 3) Discuss Real-Time Online Shopping. 4) Discuss Pure Virtual Banks. 5) Describe Insurance and Stock Trading. 6) Discuss E-Government and Social Networking. 7) Explain Social Networks and E-Learning. 8) Explain E-Learning Management Systems.	5
3	**APPLYING (Execute / Implement/ Solve / Use / Demonstrate/ Interpret / Operate / Schedule / Sketch)**	1) Demonstrate Electronic Retailing. Explain its Characteristics, Advantages, and Limitations.	5

4	**ANALYSING (Differentiate / Organise / Relate / Compare / Contrast / distinguish / Examine / Experiment / question / test)**	1) Differentiate Online Versus Off-Line Competition. 2) Examine Basics of E-Learning, Characteristics, Advantages, and Limitations. 3) Differentiate Distance Learning and Online Universities.	**10**
5	**EVALUATING (Appraise / Argue / Defend / Select / Support / Value / Critique / Weigh)**	1) Evaluate Social Shopping. Explain Concept, Benefits and Drivers.	**10**
6	**CREATING (Design / Assemble / Construct / Conjuncture / Develop / formulate / Author / Investigate)**	1) Develop Social Shopping Aids. Explain Recommendations, Reviews, Ratings, and Marketplaces.	**10**

QUESTION BANK

Course Code: 106   **Course Name: Digital Business**

Unit 5: Digital Business Applications - II

Sr. No	Question Type	Question	Marks
1	**REMEMBERING (Define / Duplicate / / List / Memorize / / Repeat / State)**	1) Define E-Health. 2) Define Electronic Medical Record Systems (EMR). 3) Define Digital Products. 4) Define Internet TV. 5) Define Internet Radio. 6) Define Social Television (TV). 7) Define Mobile Entertainment. 8) Define Mobile Marketing.	2
2	**UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate)**	1) Describe Competition in Online Travel Services. 2) Discuss Benefits and Limitations of the Electronic Job Market. 3) Explain Mobile Streaming Music and Video Providers. 4) Discuss Entertainment in Cars. 5) Explain Mobility, Sports and Social Entertainment.	5
3	**APPLYING (Execute / Implement/ Solve / Use / Demonstrate/ Interpret / Operate / Schedule / Sketch)**	1) Demonstrate Characteristics of Online Travel, Benefits and Limitations. 2) Implement Mobile Games, Social Games and Gamification.	5
4	**ANALYSING (Differentiate / Organise / Relate / Compare / Contrast / distinguish / Examine / Experiment / question / test)**	1) Differentiate between Doctors' System and Patients Services.	10
5	**EVALUATING (Appraise / Argue / Defend / Select / Support / Value / Critique / Weigh)**	1) Appraise Virtual Job Fairs and Recruiting Events. 2) Evaluate Medical Devices and Patients Surveillance.	10

6	**CREATING (Design / Assemble / Construct / Conjuncture / Develop / formulate / Author / Investigate)**	1) Investigate Online Job Market, Social Networks Based Job Markets and Social Recruiting. 2) Describe Business of Social Games, Educational Social Games and Mobile Gambling.	**10**