Roll No: | | | | | | | | | | | |

PRESIDENCY UNIVERSITY

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Mid Term Examinations - October 2026

Date: 06/10/2026 **Time:** 11:45 AM - 01:15 PM

Course Code: BBE3001 **Course Name:** E Business Application

Semester: Fifth Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	46	44

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	E-Business. State the Meaning	2	CO1	BT1
2	Recall Ubiquity	2	CO1	BT1
3	What do you mean by local e-business?	2	CO1	BT1
4	www.amazon.in. Write the components of DNS. and its features.	2	CO2	BT1
5	Differentitiate between Circuit switching & Packet switiching	2	CO2	BT1

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Summarize the Characterisitcs of E-business	10	CO1	BT2
7	Digital marketing in E-business refers to using online platforms and digital tools to promote, sell, and build relationships with customers. Relate the statement with different components of Digital Marketing	10	CO1	BT3

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Outline B2B ,C2C E-business Models .	10	CO1	BT2
9	Explian the elements of CRM solutions.	10	CO1	BT2

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
10	Cloud technologies providing the backbone for modern e-business operations. It refers to conducting business processes through the internet, including everything from sales , marketing to customer service and supply chain management. Explain the types of cloud computing and its deployment based on Infrastructure and sevice levels.	10	CO2	BT2
11	Explain the network infrastructure	10	CO2	BT2

PART E: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT

PTO (Please Turn Over)

12	Facebook–Cambridge Analytica and Data Privacy Facebook faced a major ethical controversy when it was revealed in 2018 that the personal data of millions of Facebook users had been collected through a third-party personality quiz application called This Is Your Digital Life. The data was subsequently obtained by Cambridge Analytica and used for analysing and profiling users. Many users were not fully aware of how their personal information could be accessed and used by third parties. The incident raised serious concerns about data privacy, informed consent, transparency and responsible use of technology. The case highlights an important ethical challenge in e-business: companies can collect and analyse large amounts of customer data using technologies such as Big Data, data analytics and social media platforms, but they also have a responsibility to protect that information. E-business organisations need to clearly inform customers about what data is being collected, why it is being collected, and who may have access to it. The case demonstrates that technological capability should be accompanied by ethical responsibility and customer trust. Questions – 5 Marks Each 1. Identify and explain any five ethical issues involved in the Facebook–Cambridge Analytica case. 2. How can e-business organisations ensure ethical use of customer data while using Big Data and data analytics? Explain with suitable measures.	10	CO2	BT3
13	A customer visits Amazon and searches for running shoes. The customer views several products and adds one pair to the shopping cart but does not immediately purchase it. When the customer returns to Amazon later, the website can recognise the browser and retain information such as the items in the shopping basket and certain preferences. Amazon states that its cookies are used for functions including recognising users when they sign in, keeping track of shopping-basket items and providing personalised features. Amazon also uses cookies and other identifiers to understand how customers interact with its services and to provide product recommendations and relevant content. For example, a customer's previous product views and searches can contribute to the recommendations displayed on the platform. Amazon's privacy notice says it collects information about interactions with products, searches and browsing activity and uses cookies and similar technologies. However, this creates an ethical and privacy issue. Customers may not always realise how much information about their online behaviour is being collected and used. Amazon also explains that advertising identifiers such as cookies may be used to support personalised advertising, while customers have options to manage certain advertising preferences. Therefore, the Amazon example shows both the business benefit and ethical challenge of HTTP cookies. Cookies can make online shopping more convenient through shopping-cart management and personalisation, but e-business organisations must also provide transparency, appropriate choices and responsible handling of customer information. Questions – 5 Marks Each 1. Explain how Amazon uses HTTP cookies to improve the online shopping experience. 2. Identify and explain the ethical and privacy issues associated with Amazon's use of cookies.	10	CO2	BT3