# PRESIDENCY UNIVERSITY
# BENGALURU

## SCHOOL OF MANAGEMENT
### MID TERM EXAMINATION - OCT 2023

**Semester :** Semester III - 2022
**Course Code :** BBA3046
**Course Name :** Sem III - BBA3046 - E-Business Application
**Program :** BBA

**Date :** 2-NOV-2023
**Time :** 11:30AM - 1:00PM
**Max Marks :** 50
**Weightage :** 25%

**Instructions:**
*(i) Read all questions carefully and answer accordingly.*
*(ii) Question paper consists of 3 parts.*
*(iii) Scientific and non-programmable calculator are permitted.*
*(iv) Do not write any information on the question paper other than Roll Number.*

## PART A

### ANSWER ALL THE QUESTIONS                              (5 X 2 = 10M)

1. Summarise the role of E-governance in E-business.

    (CO1) [Knowledge]

2. In terms of E-business, outline the components of E-business infrastructure?

    (CO1) [Knowledge]

3. Compare and contrast E-marketing plan vs traditional marketing.

    (CO2) [Knowledge]

4. Define E-business environment.

    (CO2) [Knowledge]

5. Give two examples of E-operations.

    (CO1) [Knowledge]

## PART B

### ANSWER ALL THE QUESTIONS                              (2 X 10 = 20M)

6. Explain the differences between internet and intranet.

    (CO2) [Comprehension]

7. Discuss the advantages and disadvantages of E-business.

    (CO1) [Comprehension]

**PART C**

**ANSWER THE FOLLOWING QUESTION**            **(1 X 20 = 20M)**

8. "Marketing mix is a recognized marketing tactics, which can be used in any combination to satisfy customers in the target market. Combining these marketing tactics to meet the customers' needs and wants is a must for every marketer whether traditional or digital". Keeping this statement in mind, explain the 7 Ps of marketing by taking any product or service of your choice.

(CO2) [Application]