PRESIDENCY UNIVERSITY
BENGALURU   **SET A**

SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024

Semester : Semester III - 2022   **Date :** 08-JAN-2024
Course Code : BBA3046   **Time :** 1:00 PM - 4:00 PM
Course Name : E-Business Application   **Max Marks :** 100
Program : BBA   **Weightage :** 50%

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 2M = 10M

1. Decipher "MAN" in the context of networking.

                                                    (CO1) [Knowledge]

2. Define the concept of "Seed Stage" within the context of the ESLC model.

                                                    (CO2) [Knowledge]

3. Describe how Tax Evasion a threat in E-Payment?

                                                    (CO3) [Knowledge]

4. Define organizational learning in the context of e-business.

                                                    (CO4) [Knowledge]

5. Explain Multiple Channel Conflict.

                                                    (CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   5 X 10M = 50M

6. Elucidate the real-world examples illustrating how each type of networking contributes to enhancing the efficiency, security, and scalability of E-Business operations.

                                                    (CO1) [Comprehension]

7. In the context of E-Business models, analyze and compare the application of the B2B (Business-to-Business) and B2C (Business-to-Consumer) models. Discuss the unique characteristics, challenges, and opportunities associated with each model.

(CO2) [Comprehension]

8. Discuss the application of managerial skills that are crucial for effective leadership and decision-making in E-Business. Provide examples of how these managerial skills contribute to overcoming challenges specific to the digital business landscape.

(CO3) [Comprehension]

9. Strategy formulation in e-business involves developing a comprehensive plan that aligns the organization's digital initiatives with its overall business objectives. This process considers the unique aspects of the online environment and leverages digital technologies to achieve competitive advantages. Sketch the Issues and Challenges faced by E-Business during Strategy formulation.

(CO4) [Comprehension]

10. Consider an e-business that operates globally, offering products or services online. Discuss the application of legal and regulatory frameworks in ensuring compliance with respective laws.

(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   2 X 20M = 40M

11. E-Payment systems, the digital methods of making transactions and monetary exchanges over the internet have become increasingly popular due to their convenience, speed, and efficiency. Interpret the inherent threats associated with E-Payment systems and outline comprehensive strategies for protecting users and organizations from potential risks. Also provide real-world examples of successful protective measures implemented by E-Payment providers and the financial industry to mitigate these threats.

(CO3) [Application]

12. In the digital landscape, the traditional marketing mix, often referred to as the 4Ps (Product, Price, Place, and Promotion), is adapted and expanded to address the unique challenges and opportunities presented by online platforms. Discuss how the elements of the marketing mix are strategically employed in the digital landscape. Provide specific examples of E-Businesses effectively utilizing the marketing mix to reach and engage online consumers.

(CO2) [Application]