Question Bank

Unit 1. Introduction to E-business

Question No.	Question	Marks	CO	BTL
1.	Apply the concept of e-business with suitable examples.	7	1	BTL3
2.	Apply the concept of E-business to describe its major features.	7	1	BTL3
3.	Apply the working of e-business with the help of its main components.	7	1	BTL3
4.	Apply the concepts of E-Business to illustrate how it differs from traditional business in terms of operations, communication, and customer engagement.	7	1	BTL3
5.	Illustrate the working of a B2C model with an example.	7	1	BTL3
6.	Compare B2B, B2C, and C2C models with examples	7	1	BTL3
7.	Differentiate between pure play and brick-and-click e-retailers with examples.	7	1	BTL3
8.	Compare traditional retailing and e-retailing in terms of cost and flexibility using a suitable business example.	7	1	BTL3
9.	Apply the security challenges involved in online transactions and how they differ from offline systems.	7	1	BTL3
10.	Apply the concepts of CRM and SCM to show how they make business processes more efficient	7	1	BTL3

Unit 2. Digital Marketing and E-Commerce

Question No.	Question	Marks	CO	BTL
1.	Compare traditional marketing and digital marketing.	8	2	BTL3
2.	Apply the concept and benefits of Social Media Marketing.	8	2	BTL3
3.	Examine how cybersecurity measures are applied to protect E-business websites and transactions.	8	2	BTL3
4.	Apply the concept of SEO to improve the ranking of a company's website	8	2	BTL3
5.	Apply how E-commerce websites can enable seamless online payment options.	8	2	BTL3
6.	Analyze the importance of IT laws in regulating digital transactions.	8	2	BTL4
7.	Examine how consumer protection (E-commerce) rules help maintain transparency in online business.	8	2	BTL3
8.	Examine how affiliate marketing helps increase sales and website traffic.	8	2	BTL3
9.	Apply the concepts of SEO and SEM to show how they help attract more customers to a website.	8	2	BTL3
10.	Apply digital marketing concepts to show their impact on customers' buying decisions	8	2	BTL3

Unit 3. Digital Payment Systems and E-Commerce Platforms

Question No.	Question	Marks	CO	BTL
1.	Illustrate different types of payment system with examples.	7	CO3	BTL3
2.	Construct UPI working process with a neat labeled diagram and describe key features and applications.	7	CO3	BTL3
3.	Apply different types of digital payment system with examples.	7	CO3	BTL3
4.	Compare credit cards and debit cards function during online and offline purchases.	7	CO3	BTL3
5.	Apply your knowledge to define a paywall and categorize its types.Provide suitable real-world examples demonstrating where each type is used.	7	CO3	BTL3
6.	Apply the steps to integrate a payment gateway with an example and its role	7	CO3	BTL3
7.	Apply cybersecurity concepts to e-business and explain how SSL/TLS, encryption, and firewalls protect online transactions. Provide examples for each.	7	CO3	BTL3
8.	Demonstrate the security measures used in e-payment systems by explaining tokenization, MFA, encryption, and PCI-DSS compliance in real-life online payment scenarios.	7	CO3	BTL3
9.	Compare Shopify and WooCommerce in terms of their features,cost and ease of use for a new business.	7	CO3	BTL3
10.	Analyze the working of GeM (Government e-Marketplace) and explain how it supports MSMEs and government procurement using real-world use cases.	7	CO3	BTL4

Unit 4. Retail decision making using analytical tools

Question No.	Question	Marks	CO	BTL
1.	Apply Business Analytics techniques to the given Retail Store Dataset and demonstrate how Descriptive, Diagnostic, Predictive, and Prescriptive Analytics can be used to improve sales and enhance customer experience. | Customer_id	Product_category	Total Spend	Satisfaction_rating
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C1	Grocery	100	4
C2	Personal Care	150	5
C3	Home Essential	160	4
C4	Grocery	100	5
C5	Grocery	120	3		8	CO4	BTL3
2.	Demonstrate how the evolution from 1st to 4th generation Business Analytics has transformed decision-making in organizations with suitable examples.	8	CO4	BTL3
3.	Use the scope of Business Analytics to illustrate how two different departments (e.g., Finance and Marketing) can benefit from analytics-based insights.	8	CO4	BTL3
4.	Apply the concept of internal and external data sources to design a basic data collection framework for a retail business.	8	CO4	BTL3
5.	Apply analytics techniques to evaluate customer behavior and suggest ways a retailer could increase sales and retention.	8	CO4	BTL3
6.	Develop a small retail analytics model that demonstrates how data visualization (e.g., bar chart or pie chart) supports management decisions.	8	CO4	BTL4
7	Apply descriptive,diagnostic,predictive and prescriptive analytics to improve sales and enhance customer experience.	8	CO4	BTL3
8.	Make use of spreadsheet tools in analysing sales records and estimates future sales trends.	8	CO4	BTL4
9.	Analyze retail decision-making levels by providing real-world examples from a large retail company.	8	CO4	BTL4
10.	Given the monthly sales data for the Electronics category showing a steady decline, apply diagnostic and prescriptive			

	analytics to: i)Identify possible causes for the declining sales trend. ii)Recommend strategies to improve future sales performance.	8	CO4	BTL3

Month	Unit_Solds	Total_Sales
Jan	500	50000
Feb	470	40000
Mar	380	20000
Apr	340	30000