B.Com. (Part–I) Semester–II (Business Information System Management) (CBCS) Examination

INTRODUCTION TO E-BUSINESS

Time : Three Hours] [Maximum Marks : 60

Note :— ALL questions are compulsory.

SECTION—A

(Multiple Choice Questions)

1. E-business involves the electronic exchange of _____.

   (A) Information, goods, and services   (B) Routine tasks

   (C) Geological stability   (D) Political affiliations

2. The essence of e-business lies in leveraging _____ for various business functions.

   (A) Geological knowledge   (B) Political endorsements

   (C) Digital technologies   (D) Literary critiques

3. E-businesses use mobile apps for _____ and enhanced user experiences.

   (A) Geological stability   (B) Political debates

   (C) Literary analyses   (D) Customer engagement

4. Mobile and cloud technologies contribute to _____ for e-businesses.

   (A) Geological knowledge   (B) Political stability

   (C) Innovation and competitiveness   (D) Literary discussions

5. B2C e-commerce fosters direct _____ between businesses and end consumers.

   (A) Geological stability   (B) Routine tasks

   (C) Political affiliations   (D) Communication and transactions

6. The development of an e-commerce website involves creating a user-friendly _____.

   (A) Geological stability   (B) Interface and navigation

   (C) Routine tasks   (D) Political affiliations

1 (Contd.)

7. E-business strategies align with the overall _____ of the organization.

   (A) Geological exploration   (B) Routine paperwork

   (C) Mission and vision   (D) Political strategies

8. Digital marketing leverages _____ channels for promotion.

   (A) Online and electronic   (B) Geological formations

   (C) Political debates   (D) Literary discussions

9. E-businesses are adopting _____ for personalized customer experiences.

   (A) Geological stability   (B) Routine tasks

   (C) Machine learning and AI   (D) Political affiliation

10. Sustainable and eco-friendly practices are becoming integral to _____.

    (A) Geological exploration   (B) Routine paperwork

    (C) Political endorsements   (D) E-business operations   1×10=10

SECTION—B

Write answers in short :—

1. (A) Explain Evolution of E-Business.

OR

   (B) Explain B2C (Business to Consumer).

2. (A) Explain cloud technologies and E-Business scalability.

OR

   (B) Explain the features of E-Commerce payment systems.

3. (A) Define online retailing.

OR

   (B) Write four advantages of a user-friendly interface in E-Commerce.

4. (A) Explain the significance of E-Business strategy development.

OR

   (B) Explain advantages of social media offer for E-Business marketing.

5. (A) Explain how legal safeguards protect businesses from intellectual property disputes in E-Business.

OR

   (B) State AI in E-Business and ethics.   4×5=20

SECTION—C

Write answers in detail :—

1. (A) Explain cybersecurity measures are crucial for safeguarding E-Business data.

OR

(B) Explain how the emergence of blockchain technology impacts E-Business.

2. (A) Explain the role that cloud technology plays in data storage and accessibility for businesses.

OR

(B) Explain how domain registration affects a business's online brand identity.

3. (A) Explain how E-Commerce has disrupted traditional retail business models.

OR

(B) Explain why E-Commerce website development is seen as a strategic business move.

4. (A) Explain how does SEO optimize E-Business websites for search engines.

OR

(B) Explain how does social media engagement impact customer relationships in E-Business.

5. (A) Explain ethical considerations that surround the use of customers data in E-Business.

OR

(B) Explain how do emerging trends impact the legal landscape of E-Business.   6×5=30