

<b>Name:</b> <b>Enrolment No:</b>	
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**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, December 2022**

**Course: Introduction to Digital business and social media tools**

**Semester: 1**

**Program: MBA DB**

**Time : 03 hrs.**

**Course Code: DIGM7001**

**Max. Marks: 100**

**Instructions: All the questions are compulsory. Write in your own words.**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	Which of the following is not an example for Digital business a. Pharm easy b. Swiggy C. Ola d. D Mart	2	CO1
Q2	Olx/Quicker is an example of which of these models a. P2P b. B2B c. C2C D. both a & b	2	CO1
Q3	E government in India has adopted a. business models b. Capability maturity model c. USA Food service model d. UK-based SMEs model	2	CO1
Q4	Digitization Creates ..... to cope with high degree of ..... In modern businesses.	2	CO2
Q5	Collecting the information about a product or service, signing contracts with provider and selling it under own brand is known as _____ model.  A. Affiliate B. Influencer C. Aggregator D. Advertising	2	CO2
Q6	_____ is NOT an example of emerging trends in e-commerce or digital business.  A. Dropshipping B. ROPO C. Voice Search D. DVD	2	CO1
Q7	Which of the following is a component of modern CRM _____.	2	CO2

	A. Blockchain B. AI C. Both of these .D. None of the above		
Q8	.....services provides a strategic dynamic capability for firms to scale up or down its infrastructure.  A. Cloud Computing B. Shared hosting C. CDN D. VPN	2	CO1
Q9	Amazon’s Web Services on the cloud expand the strategy of a typical online retailer by encompassing _____ services as a key digital resource.  A. Mobile Phone B. Online selling C. Cloud computing D. Digital payment	2	CO1
Q10	Blogging is a..... strategy  a.Marketing B. Sales C. CRM 4. All of these	2	CO2
<b>Q4SECTION B</b> <b>4Qx5M= 20 Marks</b>			
Q 11	Explain the importance of digitization in modern businesses.	5	CO3
Q12	What are the barriers in adopting Artificial intelligence (AI) applications in businesses?	5	CO2
Q13	What factors should be considered for a successful digital business site.	5	CO3
Q14	Explain the role of Social media tools enhancing business performance.	5	CO3
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
Q 15	Suggest the strategies to be designed by a Garment sector for “Physical to Digital”.	10	CO4
Q16	Explain the importance of E government services with examples.	10	CO2
Q17	What are the pillars for social and digital media marketing?	10	CO3
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
Q 18	Develop a digital transformation strategy for the “Jaggery” (a traditional non -centrifugal cane sugar consumed in North India) business.	15	CO3
Q19	Explain Facebook and LinkedIn as a digital business tools. Present a comparative study with an example.	15	CO4