# University of Mumbai

## Examinations summer 2022

Time: 2hour 30 minutes  Max. Marks: 80

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| Q1. | Choose the correct option for following questions. All the Questions are compulsory and carry equal marks |
|---|---|
| 1. | _____describes the manner in which business is done to generate revenue and create value. |
| Option A: | Digital Business |
| Option B: | Business Model |
| Option C: | E-commerce |
| Option D: | CRM |
| | |
| 2. | The _____ section of the business plan should be written last. |
| Option A: | financial statements |
| Option B: | executive summary |
| Option C: | Appendices |
| Option D: | Index |
| | |
| 3. | _____ is a new digital ecosystem, which can be described through five Cs: creativity, connectivity, collaboration, convergence, & community. |
| Option A: | .NET |
| Option B: | Web 2.0 |
| Option C: | IoT |
| Option D: | Webex |
| | |
| 4. | Process of concealing the source of large amounts of money that have been gained through illegitimate means |
| Option A: | Bank Fraud |
| Option B: | Forgery |
| Option C: | Blackmail |
| Option D: | Money Laundering |
| | |
| 5. | The primary source of financing during the early years of e-commerce was _____. |
| Option A: | Initial public offerings. |
| Option B: | Large retail firms. |
| Option C: | Bank loans. |
| Option D: | Venture capital funds. |
| | |
| 6. | Mission statement and vision is the part of which Strategic Process. |
| Option A: | Formulation of Strategy |
| Option B: | Implementation of Strategy |
| Option C: | Evaluation of Strategy |
| Option D: | Internal Analysis Strengths weakness |
| | |
| 7. | Which service encompasses all technologies used to transmit and process information on an across a network? |
| Option A: | Benchmarking |
| Option B: | Interoperability |
| Option C: | Scalability |

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|---|---|
| Option D: | Web Services |
| | |
| 8. | What is NOT a benefit of BYOD? |
| Option A: | Reduced costs. |
| Option B: | Viruses and security issues. |
| Option C: | Familiarity. |
| Option D: | Ownership. |
| | |
| 9. | Which Of The Following Factors Can Impact The Open Rate Of Your Email Campaigns? |
| Option A: | The chance for customers to opt-out |
| Option B: | The number of pictures in your email |
| Option C: | The subject line of the email |
| Option D: | The number of links contained in the email |
| | |
| 10. | A "glue" between client and server parts of application. |
| Option A: | Middleware |
| Option B: | System Software |
| Option C: | Package |
| Option D: | Firmware |

| Q2 | Solve any Four out of Six          5 marks each |
|---|---|
| A | Discuss different drivers of digital business management. |
| B | Explain different factors that affect consumer behavior |
| C | Explain Firewall as Security Control |
| D | Discuss various Legal, Ethics and Societal impacts of E-commerce |
| E | State and Explain opportunities & Challenges in Digital Business? |
| F | Compare & contrast physical Economy with Digital Economy? |

| Q3. | |
|---|---|
| A | Solve any Two out of Three          5 marks each |
| i. | Discuss various security issues related to E-commerce? |
| ii. | What are the types of E-Commerce models? |
| iii. | Explain process of Digital Transformation |
| B | Solve any One          10 mark each |
| i. | Explain the components of Business plan document in e-business. |
| ii. | Explain Analysis of Company's Internal and External environment |

| Q4. | |
|---|---|
| A | Solve any Two out of Three          5 marks each |
| i. | What is Information System? Explain its Components? |
| ii. | Components of E-SCM |
| iii. | Short note on Mobile Commerce |
| B | Solve any One          10 mark each |
| i. | Explain Digital Signature. Explain its importance in Digital Business. |
| ii. | Explain ERP and its components. |