

(6 pages)

Reg. No. : \_\_\_\_\_

Code No. : 10436 E Sub. Code : AMBA 62

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2023.

Sixth Semester

Business Administration – Core

DIGITAL BUSINESS MANAGEMENT

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Social Media Marketing helps improve \_\_\_\_\_.
- (a) Brand Awareness
  - (b) Product Visibility
  - (c) Both (a) and (b)
  - (d) None of the above

6. \_\_\_\_\_ has specific objectives to increase profits when increasing its benefits to society.
- (a) Digital Business
  - (b) Social Network
  - (c) Social Enterprise
  - (d) Virtual Community
7. What is a vulnerability assessment?
- (a) A process to identify vulnerabilities in a system or network
  - (b) A process to exploit vulnerabilities in a system or network
  - (c) A process to fix vulnerabilities in a system or network
  - (d) A process to steal sensitive information from a system or network
8. What is a firewall?
- (a) A device used to prevent unauthorized access to a network
  - (b) A device used to monitor network traffic
  - (c) A device used to encrypt network traffic
  - (d) A device used to block email spam

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2. Using \_\_\_\_\_, we can send messages, images, audio and videos to friends, relatives, colleagues and customers.
- (a) Facebook
  - (b) Quora
  - (c) Pinterest
  - (d) None
3. Digital business is similar to the term \_\_\_\_\_ which was first coined by IBM corporation.
- (a) E-Business
  - (b) E-Commerce
  - (c) Internet Business
  - (d) Both (a) and (b)
4. Companies charge others for allowing them to place a banner on their sites. This Digital Business Model is known as \_\_\_\_\_.
- (a) Transaction Fees
  - (b) Licensing Fees
  - (c) Affiliate Fees
  - (d) Advertising Fees
5. \_\_\_\_\_ digital business model involves trade and transaction dealings between business establishments.
- (a) B2C
  - (b) C2B
  - (c) B2B
  - (d) P2P

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9. What is a phishing attack?
- (a) An attack that explores a software vulnerability
  - (b) An attack that floods a network with traffic
  - (c) An attack that steals sensitive information by tricking users into providing it
  - (d) An attack that intercepts communication between two parties
10. Artificial Intelligence is about \_\_\_\_\_.
- (a) Playing a game on Computer
  - (b) Making a machine intelligent
  - (c) Programming on Machine with your Own intelligence
  - (d) Putting your intelligence in Machine

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Differentiate between traditional marketing and digital marketing.
- Or
- (b) List the challenges of digital economy.

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[P.T.O.]

12. (a) Explain the applications of LinkedIn in building business relationship.  
Or  
(b) Classify the different types of social media based on the functioning.
13. (a) What are the types of mobile app?  
Or  
(b) Difference between mobile app and web app.
14. (a) Difference between ethical hacking and cracking.  
Or  
(b) Short note on identity theft in cybercrimes.
15. (a) List the element of financial services e-business model.  
Or  
(b) Write short note on initiatives taken under digital India scheme to promote online business.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Define Digital Business. Elaborate the characteristics of digital business.  
Or  
(b) Elaborate the drivers of digital business.

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17. (a) Define face recognition. Explain the tools available in the market for face recognition.  
Or  
(b) Elaborate the application of social media in Tourism industry.
18. (a) Elaborate process of making online purchase in E.com website through smart phone with neat flow chart.  
Or  
(b) Define SEO. What are the different SEO tools for marketing?
19. (a) What are different types of social networking sites? Discuss about different crimes in each social networking sites.  
Or  
(b) List and explain different types of cybercrimes.
20. (a) With neat block diagram explain the business model for retail sector.  
Or  
(b) Explain the concept of smart cities. List the facilities available in a smart city.

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