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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)
MBA (Integrated)
SEM: V - THEORY EXAMINATION (2024. - 2025)
Subject: Introduction to E Business

Time: 2.5 Hours   Max. Marks: 60

General Instructions:

IMP: *Verify that you have received the question paper with the correct course, code, branch etc.*
1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A   15

1. Attempt all parts:-

1-a.   E-business primarily involve? (CO1,K1)   1

     (a)   Conducting business over the internet

     (b)   Selling products exclusively

     (c)   Managing physical stores

     (d)   None of the above

1-b.   Which model is applicable when a company purchases software services from another company? (CO2,K1)   1

     (a)   B2B

     (b)   C2B

     (c)   B2C

     (d)   B2G

1-c.   Which is a core component of an e-business plan? (CO3,K1)   1

     (a)   Revenue model

     (b)   Financial forecast

     (c)   Marketing strategy

     (d)   All of the above

1-d.   What does SEO primarily focus on? (CO4,K1)   1

     (a)   Optimizing website performance

     (b)   Improving search engine rankings

(c) Increasing social media followers

(d) Enhancing email marketing campaigns

1-e. Which metric measures e-business financial performance? (CO5,K1)   1

(a) Customer lifetime value (CLV)

(b) Net profit margin

(c) Average order value

(d) Return on investment (ROI)

2. Attempt all parts:-

2.b. Summarize the key benefits of using the Business-to-Government (B2G) model for companies. (CO2,K2)   2

2.a. Differentiate between e-business and e-commerce with one example each. (CO1,K3)   2

2.e. Discuss the role of bounce rate in evaluating customer engagement?(CO5,K2)   2

2.c. Explain the importance of setting objectives and goals for an e-business? (CO3,K4)   2

2.d. Explain the role of keywords in an SEO strategy. (CO4,K4)   2

SECTION-B   15

3. Answer any three of the following:-

3-b. Illustrate the benefits and limitations of C2C platforms for selling second-hand goods, using examples. (CO2,K3)   5

3-a. Explain the evolution of e-business and analyse its impact on traditional business models. (CO1,K4)   5

3.c. Explain the components of an e-business plan and discuss how each component contributes to business success. (CO3,K2)   5

3.d. Compare and contrast SEO and SEM in terms of cost, effectiveness, and time to deliver results. (CO4,K4)   5

3.e. "Integrating AI and machine learning solutions can support the scalability of an e-business". Comment. (CO5,K4)   5

SECTION-C   30

4. Answer any one of the following:-

4-a. Evaluate the benefits of e-business for a healthcare organization in managing patient data and providing services online.(CO1,K5)   6

4-b. "Evolution of e-business has proved to be a boon to the traditional business", Comment.(CO1, K4)   6

5. Answer any one of the following:-

5-a. Discuss the various pricing strategies used by online businesses. Explain with examples. (CO2,K3)   6

5-b. Analyze the impact of a well-defined online value proposition on customer retention and loyalty in e-business. (CO2,K4)   6

6. Answer any <u>one</u> of the following:-

6-a.	Discuss the tools and methods you would use to analyze competitors in any industry. (CO3, K2)	6
6-b.	Explain the relationship between market analysis, competitor analysis, and SWOT analysis in formulating an effective e-business strategy. Use an example to illustrate. (CO3,K4)	6

7. Answer any <u>one</u> of the following:-

7-a.	Create a plan for implementing a content marketing strategy for an e-commerce website selling organic products. Include suggestions for blog content, videos, and infographics. (CO4,K6)	6
7-b.	Illustrate that email marketing & social media marketing are effective tools for an e-business. (CO4,K3)	6

8. Answer any <u>one</u> of the following:-

8-a.	Discuss the challenges and benefits of leveraging AI for enhancing e-business scalability.(CO5,K4)	6
8-b.	Analyze the impact of low website performance (e.g., slow page load speed) on customer satisfaction and engagement. (CO5,K4)	6