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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 (2025 - 2026)

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. Choose the idea that separates E-business from E-Commerce. (CO1, K2) 1
- (a) Use of email
- (b) Buying patterns
- (c) Paperless billing
- (d) Wider organisational processes
- 1-b. Identify the online value proposition element that improves customer trust. (CO2, K2) 1
- (a) Fake reviews
- (b) Secure payment
- (c) Confusing design
- (d) Delayed feedback
- 1-c. Identify the analysis used to understand competitor strategies. (CO3, K2) 1
- (a) Light check
- (b) Competitor review
- (c) Weekly rota
- (d) Food chart
- 1-d. Identify the method that uses paid ads on search engines. (CO4, K2) 1
- (a) SMM
- (b) SEO
- (c) Email marketing
- (d) SEM

1-e.	Choose the factor that boosts customer satisfaction. (CO5, K2).	1
(a)	Slower loading	
(b)	Frequent errors	
(c)	Quick support	
(d)	Missing info	
2.	Attempt all parts:-	
2.a.	Highlight key benefits generally associated with E-business adoption. (CO1, K2)	2
2.b.	Examine the role of pricing flexibility in online competition. (CO2, K4)	2
2.c.	Prepare a simple explanation of payment gateway relevance. (CO3, K6)	2
2.d.	Describe the role of SEO in digital visibility. (CO4, K3)	2
2.e.	Discuss a strategy for scaling an e-business. (CO5, K2)	2
<u>SECTION-B</u>		15
3.	Answer any <u>three</u> of the following:-	
3-a.	Elaborate on the key benefits organisations gain after adopting E-business practices. (CO1, K2)	5
3-b.	Discuss the importance of segmenting online customers for strategic decision, making. (CO2, K4)	5
3.c.	Design a complete SWOT analysis for a newly launched digital business. (CO3, K6)	5
3.d.	Describe in detail the role of SEO in improving digital visibility. (CO4, K3)	5
3.e.	Evaluate different metrics used to measure E-business success. (CO5, K5)	5
<u>SECTION-C</u>		30
4.	Answer any <u>one</u> of the following:-	
4-a.	A company replaces its manual ordering process with digital requests. Discuss how this shift reflects the evolution of E-business. (CO1, K2)	6
4-b.	A new online service launches successfully due to strong internet servers. Discuss the role of infrastructure highlighted in the case. (CO1, K2)	6
5.	Answer any <u>one</u> of the following:-	
5-a.	A company redesigns its website to clearly communicate fast delivery and low prices. Assess how this improves the online value proposition. (CO2, K4)	6
5-b.	A brand uses festival, based discounting for online buyers. (a) Categorise the pricing approach. (b) Evaluate its influence on customer purchasing. (CO2, K5)	6
6.	Answer any <u>one</u> of the following:-	
6-a.	A firm reviews competitor websites, product quality, and pricing before launching its own platform. Develop an analysis of the competitor study. (CO3, K6)	6
6-b.	An online store faces cyber threats due to weak security setup. (a) Develop a security improvement plan. (b) Propose additional safety enhancements. (CO3, K6)	6
7.	Answer any <u>one</u> of the following:-	
7-a.	A business tests two landing page designs to choose the better one. Analyse this A/B testing approach. (CO4, K4)	6
7-b.	A manager tracks conversion rate, bounce rate, and session duration. (a) Present	6

KPIs being monitored. (b) Illustrate decisions that may arise from these KPIs.
(CO4, K3)

8. Answer any one of the following:-

- 8-a. A company adopts cloud services to handle rising user traffic. Judge the effectiveness of this scalability decision. (CO5, K5) 6
- 8-b. A firm invests in AI, based analytics for decision, making. (a) Judge benefits gained from this upgrade. (b) Recommend ways to maximise its impact. (CO5, K5) 6

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