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Reg. No. : .....

Code No. : 30437 E

Sub. Code : AMBA 62

B.B.A. (CBCS) DEGREE EXAMINATION,  
APRIL 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. Digital business Infrastructure refers to the combination of \_\_\_\_\_.  
(a) Hardware (b) Software  
(c) Servers (d) All of the above
2. \_\_\_\_\_ is NOT an example of Digital Business.  
(a) OYO Rooms (b) Reliance SMART  
(c) Ola (d) D Mart Ready

3. What is social media optimization?

- (a) Writing clear content
- (b) Creating descriptive long content which is easily indexed
- (c) Hiring people to create content for social networks
- (d) Creating content which easily creates publicity via social networks

4. Which social network is considered the most popular for business to business marketing?

- (a) Facebook (b) Orkut
- (c) Ryze (d) LinkedIn

5. Which of the following is the form of mobile marketing?

- (a) text (b) voice call
- (c) graphic (d) all of the above

6. What is MMS marketing?

- (a) Marketing through email
- (b) Marketing through social media
- (c) Marketing through text messaging
- (d) Marketing through multimedia messaging

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7. In which of the following, a person is constantly followed / chased by another person or group of several peoples?
- (a) Phishing (b) Bulling  
(c) Stalking (d) Identity theft
8. Which of the following is considered as the unsolicited commercial email?
- (a) Virus (b) Malware  
(c) Spam (d) All of the above
9. All of the following are challenges to online retail except \_\_\_\_\_.
- (a) Consumer concerns about the security of transactions  
(b) Consumer concerns about the privacy of personal information given to Web sites  
(c) Delays in delivery of goods when compared to store shopping  
(d) Inability to change prices nearly instantly
10. Which portal business model best describes Yahoo?
- (a) general purpose portal  
(b) affinity group based vertical market  
(c) focused content based vertical market  
(d) none of the above

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**PART B — (5 × 5 = 25 marks)**

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

Each answer should not exceed 250 words.

11. (a) What are the features of digital business?

Or

- (b) Distinguish between digital marketing and digital business management.

12. (a) Why is social media important for businesses?

Or

- (b) What is content creation in social media marketing?

13. (a) State the benefits of applying mobile marketing.

Or

- (b) What is the difference between web and mobile web?

14. (a) What are the effects of cybercrime?

Or

- (b) State the difference between hacking and cracking.

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15. (a) What are the key components of any digital financial services?

Or

- (b) Describe the role of digital marketing in tourism industry.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Describe the drivers of digital business.

Or

- (b) What are the opportunities of digital business?

17. (a) Explain the different social media platforms used for digital marketing.

Or

- (b) How can social media help digital business?

18. (a) How are apps used in mobile marketing?

Or

- (b) What are the different types of mobile payments? Explain.

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19. (a) Explain about social media crimes.

Or

- (b) Discuss the different types of Financial frauds.

20. (a) What are the four domains of the digital health framework? Explain.

Or

- (b) Explain the major benefits of digital government.

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