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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. Which of the following is NOT part of e-business?(CO1,K1) 1
- (a) Online marketing
  - (b) E-procurement
  - (c) Supply chain integration
  - (d) Offline retailing
- 1-b. Which model involves a business providing goods or services to a government entity? (CO2, K1) 1
- (a) B2B
  - (b) C2B
  - (c) B2G
  - (d) C2C
- 1-d. What does SEM include beyond SEO? (CO4,K1) 1
- (a) Paid advertising
  - (b) Content creation
  - (c) Backlink generation
  - (d) Social media optimization
- 1-c. In SWOT analysis, what does the 'S' stand for? (CO3,K1) 1
- (a) Sales
  - (b) Strategy

- (c) Strengths
  - (d) Sustainability
- 1-e. Which metric measures the operational efficiency of an e-business? (CO5,K1) 1
- (a) Revenue per employee
  - (b) Delivery time
  - (c) Customer satisfaction score
  - (d) Marketing spend
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. Define e-business and explain its key components. (CO1,K1) 2
- 2.e. What does the metric Customer Lifetime Value (CLV) signify in financial performance analysis? (CO5,K2) 2
- 2.c. Discuss the key components of an e-business plan?(CO3,K2) 2
- 2.d. Define Search Engine Optimization (SEO) and its importance for e-businesses. (CO4,K2) 2

### **SECTION-B**

15

3. Answer any three of the following:-

- 3-b. Analyze the role of SWOT analysis in formulating an effective e-business strategy. (CO2,K4) 5
- 3-a. Discuss the key differences between e-business and e-commerce with suitable examples. (CO1,K3) 5
- 3.c. Discuss the importance of competitor analysis in an e-business strategy. Provide examples of tools used for competitor analysis. (CO3,K3) 5
- 3.d. Evaluate the role of content marketing in attracting and retaining customers. Discuss the importance of quality content in this strategy.(CO4,K5) 5
- 3.e. Discuss the role of technology infrastructure in supporting the scalability of an e-business. (CO5,K4) 5

### **SECTION-C**

30

4. Answer any one of the following:-

- 4-a. Analyze how the evolution of e-business has transformed the retail industry with examples of companies leveraging this transformation. (CO1,K4) 6
- 4-b. Assess the challenges faced by small businesses in adopting e-business and propose solutions to overcome them with real-world examples. 6

5. Answer any one of the following:-

- 5-a. Discuss the concept of online value proposition and analyze how it can differentiate an e-business from competitors. Provide examples. (CO2,K4) 6
- 5-b. Analyze how digital marketing strategies (SEO, SEM, SMM) are integrated into an e-business strategy framework to enhance revenue generation. (CO2,K4) 6

6. Answer any one of the following:-

6-a. Create a detailed e-business plan outline for an online fitness platform. Include key components and their relevance to the business. (CO3,K6) 6

6-b. Explain the importance of target market identification, competitor analysis, and goal-setting for developing strategies for an e-business. (CO3,K4) 6

7. Answer any one 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. Explain the challenges for maintaining content relevancy in a digital marketing. How can businesses align the content with customer interests? (CO4,K4) 6

8. Answer any one of the following:-

8-a. Explain the role which payment gateway integrations and security considerations play in building customer trust in e-commerce? (CO5,K4) 6

8-b. Explain the importance of ROI analysis in evaluating the success of e-business scaling strategies? (CO5,K4) 6

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