

**MASTER OF BUSINESS ADMINISTRATION  
FOURTH SEMESTER  
DIGITAL BUSINESS-II  
MBA – 402**

**SET  
B**

**[USE OMR SHEET FOR OBJECTIVE PART]**

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

**(Objective)**

Marks: 20

*Choose the correct answer from the following:*

*1 × 20 = 20*

- Which security measure provides an additional layer of authentication beyond username and password?
  - Two-factor authentication (2FA)
  - Password hashing
  - Intrusion detection system (IDS)
  - Virtual private network (VPN)
- What is a Distributed Denial of Service (DDoS) attack in e-commerce?
  - Unauthorized access to customer data
  - Manipulation of website content and prices
  - Overloading a website with traffic to make it unavailable
  - Intercepting credit card information during transactions
- What is the purpose of a firewall in e-commerce?
  - Encrypting data transmitted between servers
  - Filtering network traffic to block unauthorized access
  - Verifying the authenticity of digital certificates
  - Monitoring and analysing website traffic
- Which of the following is an effective measure to protect customer data in e-commerce?
  - Regularly updating software and patches
  - Storing customer data in plain text format
  - Sharing customer data with third-party vendors
  - Using weak passwords for administrative accounts
- What is a common security vulnerability in online payment systems?
  - Weak encryption algorithms
  - Insecure login credentials
  - Cross-site scripting (XSS) attacks
  - Distributed Denial of Service (DDoS) attacks
- What is the primary purpose of an Enterprise Resource Planning (ERP) system?
  - Managing customer relationships and interactions
  - Automating financial transactions and reporting
  - Optimizing supply chain and inventory management
  - Analysing website performance and user behaviour

7. What is Cyber Security?
  - a. Cyber Security provides security against malware
  - b. Cyber Security provides security against cyber-terrorists
  - c. Cyber Security protects a system from cyber attacks
  - d. All of the mentioned
  
8. Which of the following is defined as an attempt to harm, damage or cause threat to a system or network?
  - a. Digital crime
  - b. Threat
  - c. System hijacking
  - d. Cyber attack
  
9. \_\_\_\_\_ is concerned with the buying and selling information, products and services over computer communication networks
  - a. Commerce
  - b. E-Commerce
  - c. E-Business
  - d. None of the mentioned
  
10. Companies like Flipkart, Amazon and Myntra belong to which type of E-commerce (EC) segment.
  - a. B2B
  - b. B2C
  - c. C2C
  - d. C2B
  
11. What is the purpose of reporting and analytics capabilities in an ERP system?
  - a. Managing customer relationships and interactions
  - b. Automating financial transactions and reporting
  - c. Optimizing supply chain and inventory management
  - d. Tracking and analysing sales and performance data
  
12. What is the primary purpose of an electronic payment system?
  - a. Ensuring data security
  - b. Reduction transaction cost
  - c. Enhancing convenience for users
  - d. All of the above
  
13. Which of the following is a potential challenge or drawback of implementing an ERP system?
  - a. High implementation and maintenance costs
  - b. Complex and time-consuming implementation process
  - c. Resistance to change from employees
  - d. All of the above
  
14. What is the purpose of human resources management modules in an ERP system?
  - a. Managing employee training and development programs
  - b. Automating marketing campaigns and lead generation
  - c. Tracking and analysing sales and revenue data
  - d. Optimizing procurement and inventory management
  
15. What is the role of production planning modules in an ERP system?
  - a. Managing customer relationships and interactions
  - b. Optimizing supply chain and inventory management
  - c. Automating financial transactions and reporting
  - d. Tracking and analysing website performance and user behaviour

16. Which of the following is a potential benefit of implementing an ERP system?
- a. Increased employee productivity
  - b. Enhanced data security
  - c. Improved decision-making and planning
  - d. All of the above
17. What is the purpose of financial management modules in an ERP system?
- a. Managing customer orders and deliveries
  - b. Tracking and analysing sales and revenue data
  - c. Optimizing procurement and inventory management
  - d. Automating payroll and expense management
18. What is the role of an ERP system in integrating different departments and functions within an organization?
- a. Centralizing and standardizing data and processes
  - b. Managing employee training and development programs
  - c. Tracking and analysing website performance and user behaviour
  - d. Automating marketing campaigns and lead generation
19. Which of the following is a typical module or component of an ERP system?
- a. Customer Relationship Management (CRM)
  - b. Learning Management System (LMS)
  - c. Content Management System (CMS)
  - d. Supply Chain Management (SCM)
20. What is the role of encryption in e-commerce?
- a. Protecting customer data during transmission and storage
  - b. Monitoring and blocking suspicious network traffic
  - c. Preventing unauthorized access to physical server rooms
  - d. Verifying the authenticity of SSL certificates

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**( Descriptive )**

Time : 2 Hr. 30 Mins.

Marks : 50

[ Answer question no.1 & any four (4) from the rest ]

1. Describe with relevant illustration a Traditional Billing Process. Design an Electronic Payment System for the same. 4+6=10
2. What do you understand by "Value Chain"? Discuss any business process in light of the same. 3+7=10
3. What do you understand by "Cyber Crime"? Discuss the prevention measures to be taken against cyber threats. 5+5=10
4. What are the main security threats? Explain prevention steps for any two. 5+5=10
5. What do you mean by ERP? Explain with the help of a neat illustration, the steps involved in ERP design. 4+6=10
6. Explain the concept of e business strategy. Prepare a strategy to initiate a Digital Business of your own. 4+6=10
7. Write short notes on Any four: 2.5×4=10
  - a) Payment Gateway
  - b) Trojan Horse
  - c) UPI
  - d) DSS
  - e) D2C
8. Elaborate upon Any two: 5×2=10
  - a) Evolution of ERP
  - b) Prototyping
  - c) Cyber Law
  - d) Firewall

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