

G. S. Mandal's  
 Maharashtra Institute of Technology, Aurangabad  
 (An Autonomous Institute )  
 MAKE-UP EXAMINATION  
First Year MBA -April/May 2022

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Course Code : MBA106

Course Name : Digital Business

Duration : 2 Hrs

Max. Marks : 50

Date : 10/05/2022

Instructions :

- i) All questions are compulsory
- ii) Assume suitable data wherever necessary and clearly state it
- iii) Figures to the right indicate full marks
- iv) Use of Simple Calculator is allowed

Sr No	Sub Q.No	Questions	Marks
1		<b>Answer any 5 out of 8 (2 Marks each)</b>	
	a.	Describe the major differences between traditional and digital marketing?	2
	b.	How would you define Internet of Things?	2
	c.	What are the benefits of Search engines?	2
	d.	Can you name some of the platforms for social Networking?	2
	e.	What is E-Market place?	2
	f.	How would you define digital products?	2
	g.	Who are the major players in Digital payment in India?	2
	h.	Enumerate the merits of E-commerce.	2
2		<b>Answer any 2 out of 3 (5 Marks each)</b>	
	a	Can you illustrate the challenges of Digital business? elaborate	5
	b	How would you differentiate between Mobile commerce and Social Commerce?	5

	<b>c</b>	State in your own words about the impact of digital revolution on Indian business.	5
<b>3</b>		<b>Answer any 1 out of 2 (10 Marks each)</b>	
	<b>a</b>	How Internet of things is used and applied in Smart cities, Smart cars and in Home and Appliances?	10
	<b>b</b>	How has Fintech disrupted the traditional banks in India?	10
<b>4</b>		<b>Answer any 1 out of 2 (10 Marks each)</b>	
	<b>a</b>	How would you explain the impact of digital payment in India?	10
	<b>b</b>	Discuss the Pros and Cons of Electronic job market	10
<b>5</b>		<b>Answer any 1 out of 2 (10 Marks each)</b>	
	<b>a</b>	Suppose you are a start-up in pet health care providing vaccines, food, on-demand doctor services at homes. Prepare a social media strategy including content strategy for the company.	10
	<b>b</b>	Which mobile marketing tool or a combination of tools would be more effective to reach target audiences of different age groups? Suggest strategies for the three age groups – teenager, middle-aged and old age audiences.	10