



Name:

Enrolment No:

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2022**

**Course: Internet & Petroleum E-Commerce**

**Program: BBA OG**

**Course Code: DSIT 2008P**

**Semester: IV**

**Time : 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

| S. No. |  | Marks | CO  |
|--------|--|-------|-----|
| Q 1    | India's e-commerce will reach US\$..... billion by 2024<br>a) 89    b) 99    c) 109    d) 119  |       | CO1 |
| Q 2    | Online penetration of retail is expected to reach ..... by 2024<br>a) 8.7%    b) 9.7%    c) 10.7%    d) 11.7%  |       | CO1 |
| Q 3    | Online shoppers in India are expected to reach ..... million by 2025<br>a) 210    b) 220    c) 230    d) 240   |       | CO1 |
| Q 4    | India's digital sector is expected to increase multi-fold and reach US \$ 800 billion by .....<br>a) 2027    b) 2028    c) 2029    d) 2030                                   |       | CO1 |
| Q 5    | The Indian online grocery market is estimated to reach US\$..... billion in 2024<br>a) 17.2    b) 18.2    c) 19.2    d) 20.2   |       | CO1 |
| Q 6    | Internet penetration in India has increased to ..... in 2021<br>a) 35%    b) 45%    c) 50%    d) 55%   |       | CO1 |
| Q 7    | The online retail market in India is estimated to be 25% of the total organized retail market and is expected to reach ..... by 2030<br>a) 35%    b) 37%    c) 39%    d) 41% |       | CO1 |
| Q 8    | ..... model adheres to the standards and directions of a zero-inventory model.<br>a) Marketplace    b) Inventory-led    c) None of these                                     |       | CO1 |
| Q 9    | The number of smartphone users in India is expected to reach ..... million by 2022<br>a) 839    b) 849    c) 859    d) 869   |       | CO1 |
| Q 10   | Digitally enabled commercial transactions between and among organizations and individuals<br>a) E-commerce    b) E-business    c) None of these                              |       | CO1 |

**SECTION B**  
**4Qx5M= 20 Marks**

|     |  |  |     |
|-----|--|--|-----|
| Q 1 | Define e-commerce. Explain how e-commerce differs from e-business? |  | CO1 |
| Q 2 | Describe the key components of e-commerce business.                |  | CO2 |

|   |  |  |            |
|---|--|--|------------|
| Q 3   | Why ensuring cyber security is critical for oil and gas companies?   |  | <b>CO2</b> |
| Q 4   | What are the key elements of a mobile marketing campaign?  |  | <b>CO2</b> |
| <b>SECTION-C</b><br><b>3Qx10M=30 Marks</b>  |  |  |            |
| Q 1   | How do oil and gas companies improve the customer experience at the retail outlets?  |  | <b>CO3</b> |
| Q 2   | How does digital improve management systems in oil and gas companies?  |  | <b>CO2</b> |
| <b>SECTION-D</b><br><b>2Qx15M= 30 Marks</b> |  |  |            |
| Q 1   | How digital will transform the oil fields in future?   |  | <b>CO3</b> |
| Q 2   | Will the E&P digitalization policy deliver value for India? Substantiate your answer by highlighting the key step suggested in the report. |  | <b>CO3</b> |