



Name:
Enrolment No:

UPES

End Semester Examination, May 2023

Course: Technology of E-Business
Program: B. Com (Hons) E-Com
Course Code: DSIT 2004

Semester: IV
Time : 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	<ol style="list-style-type: none">1. Which of the following is not a social media platform commonly used for marketing?<ol style="list-style-type: none">a. Facebookb. Instagramc. Twitterd. Google Docs 2. What is SEO?<ol style="list-style-type: none">a. Search Engine Organizationb. Social Engine Optimizationc. Search Engine Optimizationd. Social Engine Organization 3. What is e-marketing?<ol style="list-style-type: none">a. The use of electronic channels to promote a product or serviceb. The use of print media to promote a product or servicec. The use of television to promote a product or serviced. The use of radio to promote a product or service 4. Which of the following is not a type of wireless security protocol?<ol style="list-style-type: none">a. WEPb. WPAc. SSLd. WPA2 5. Which wireless technology is used for mobile phone communication?	10 * 2	CO1

	<p>a. Wi-Fi b. Bluetooth c. NFC d. Cellular</p> <p>6. What is the frequency range used by Bluetooth technology? a. 2.4 GHz b. 5 GHz c. 60 GHz d. 100 GHz</p> <p>7. What is the purpose of a search engine? a. To store data b. To protect against viruses c. To connect to the internet d. To find information on the web</p> <p>8. What is the purpose of a firewall? a. To protect against unauthorized access b. To speed up internet connectivity c. To store data d. To connect multiple devices to the internet</p> <p>9. Which protocol is used for sending email? a. SMTP b. FTP c. HTTP d. TCP</p> <p>10. What is the full form of URL? a. Universal Resource Link b. Uniform Resource Locator c. Universal Resource Locator d. Uniform Resource Link</p>		
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SECTION B
4Qx5M= 20 Marks

Q 2.	How does mobile technology affect e-business strategies?	5	CO1
Q3.	Explain how a businesses can effectively use SEO to attract more local customers and improve their online visibility in their local area?	5	CO2
Q4.	What is the role of social media technology in e-business	5	CO3
Q5.	What is a cookie and how is it used on the internet?	5	CO3

SECTION-C 3Qx10M=30 Marks			
Q6.	Describe the architecture and applications of wireless sensor networks.	10	CO3
Q7.	What do you think the future of the internet will be, and what impact will it have on society?	10	CO4
Q8.	Explain the main components of RFID and what are some of its applications?	10	CO2
SECTION-D 2Qx15M= 30 Marks			
Q9.	Suppose you are a small business owner who sells handmade crafts online. You've just launched your website and want to attract more customers to your online store. How would you use e-marketing strategies to promote your business and increase your online visibility?	15	CO4
Q10.	As a customer service manager, you want to implement an e-CRM system to improve customer satisfaction and loyalty. What steps would you take to successfully implement an e-CRM system, and what are some key features and benefits of e-CRM systems?	15	CO4