UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Term Examination, May 2024

Course: E- Business & E Commerce
Semester: IV
Program: MBA IB   **Time   : 03 hrs.**
Course Code: DSIT8001   **Max. Marks: 100**

Instructions:

SET 1
SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Attempt all questions.		
I.	Which of the following is an example of Business-to-Consumer (B2C) eBusiness model? A) Alibaba B) Salesforce C) PayPal D) Airbnb	2	CO1
II.	Which eBusiness model involves facilitating transactions between buyers and sellers online, with the business earning revenue through commissions or transaction fees? A) Business-to-Consumer (B2C) B) Business-to-Business (B2B) C) Consumer-to-Consumer (C2C) D) Marketplace model	2	CO1
III.	In which eBusiness model does the business offer products or services directly to consumers through an online platform? A) Subscription model B) Advertising model C) Direct sales model Answer D) Affiliate model	2	CO1
IV.	Which revenue model involves users paying a regular fee in exchange for access to a service or product? A) Pay-per-click (PPC) B) Freemium model C) Subscription model D) Affiliate marketing	2	CO1

V.	What is the primary purpose of a Payment Gateway in eBusiness infrastructure? A) Securely processing online payments B) Managing inventory levels C) Optimizing website performance D) Analyzing customer data	**2**	**CO1**
VI.	What is the primary goal of using AI in eBusiness? A) Increasing operational costs B) Reducing customer engagement C) Enhancing decision-making processes D) Limiting scalability	**2**	**CO1**
VII.	What distinguishes Web 3.0 from previous iterations of the web? A) It focuses on static web pages. B) It emphasizes centralized control. C) It incorporates blockchain technology. D) It relies solely on text-based content.	**2**	**CO1**
VIII.	Which component of eBusiness infrastructure ensures secure communication between a web server and a browser? A) Payment Gateway B) Secure Socket Layer (SSL) C) Customer Relationship Management (CRM) system D) Enterprise Resource Planning (ERP) system	**2**	**CO1**
IX.	Which service model of cloud computing provides users with virtualized hardware resources over the internet? A) Infrastructure as a Service (IaaS) B) Platform as a Service (PaaS) C) Software as a Service (SaaS) D) Function as a Service (FaaS)	**2**	**CO1**
X.	Which of the following is NOT a potential benefit of eBusiness? A) Increased market reach B) Reduced operational costs C) Limited scalability D) Improved customer experience	**2**	**CO1**
SECTION B 4Qx5M= 20 Marks			
	Attempt **all** questions.		
Q2	Mention the Revenue Model/s of Netflix and Prime Video. Justify your answer	5	**CO2**
Q3	eBusiness refers exclusively to online retail transactions. True or False Justify your answer	5	**CO2**
Q4	The success of an eBusiness model is solely determined by the	5	**CO2**

	technology used. True or False Justify your answer		
Q5	Mobile commerce (m-commerce) is a subset of eBusiness. True or False Justify your answer	**5**	**CO2**

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SECTION-C
3Qx10M=30 Marks

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	Attempt all the questions		
Q6	A retail chain is exploring AI-powered recommendation systems to enhance the shopping experience for its customers. How could AI algorithms personalize recommendations based on customer behavior?	**10**	**CO3**
Q7	A startup is looking to scale its online operations rapidly without heavy upfront investment in IT infrastructure. Explain how adopting cloud computing can benefit them.	**10**	**CO3**
Q8	A customer service company wants to implement AI chatbots to handle basic customer inquiries. How can AI improve their customer service while reducing operational costs?	**10**	**CO3**

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SECTION-D
30 Marks

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	Attempt all the question		
Q9	Sarah is an entrepreneur who is passionate about fashion and wants to create an online platform called "StyleTrend" that connects fashion enthusiasts with trendy clothing and accessories. StyleTrend aims to offer a curated selection of products from emerging designers and boutique brands, providing customers with unique and stylish options for their wardrobe. Sarah is excited about the potential of StyleTrend but wants to ensure she chooses the right eBusiness model and revenue model to make it successful. StyleTrend will allow independent designers and boutique brands to list their products on the platform. When customers purchase products through StyleTrend, the platform will earn a commission on each sale. This model incentivizes designers to showcase their products on StyleTrend while providing the platform with a revenue stream from transaction fees. In addition to earning commissions on product sales, StyleTrend plans to offer targeted advertising opportunities to various brands. Suggest and justify the ecommerce and revenue model Sarah should choose for company.	**15**	**CO3**
Q10	Discuss the type of marketplace Ola and Uber have developed. Justify their selection of the platform developed for consumers.	**15**	**CO3**