**University of Mumbai**

Program: **ALL\_Institute Level Optional Course 2**

**Question Bank**

Curriculum Scheme: Rev2016

Examination: BE Semester VIII

Course Code: ILO8028 and Course Name: Digital Business Management

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**Objective Questions**

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| **Q1.** | **Choose the correct option for following questions. All the Questions are compulsory and carry equal marks** |
| 1. | Who is responsible for developing Business Plan |
| Option A: | Business Planning Project manager |
| Option B: | Project Developer |
| Option C: | Tester |
| Option D: | Production and development Manager |
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| 2. | The \_\_\_\_\_\_\_\_\_\_\_\_\_\_ section of the business plan should be written last. |
| Option A: | financial statements |
| Option B: | executive summary |
| Option C: | Appendices |
| Option D: | Index |
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| 3. | Which is not a financial institution? |
| Option A: | Bank |
| Option B: | Grocery store |
| Option C: | Savings and loan |
| Option D: | Credit union |
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| 4. | Three major categories of risks are |
| Option A: | business risks, personnel risks, budget risks |
| Option B: | planning risks, technical risks, personnel risks |
| Option C: | project risks, technical risks, business risks |
| Option D: | management risks, technical risks, design risks |
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| 5. | Process of concealing the source of large amounts of money that have been gained through illegitimate means |
| Option A: | Bank Fraud |
| Option B: | Forgery |
| Option C: | Blackmail |
| Option D: | Money Laundering |
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| 6. | A “glue” between client and server parts of application. |
| Option A: | Middleware |
| Option B: | System Software |
| Option C: | Package |
| Option D: | Firmware |
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| 7. | SWOT analysis can be used in many different areas of business and can help organizations analyze their internal resources in terms of strengths and weaknesses then match them against the external environment in terms of opportunities and threats. However, it may be of greatest value when it is used to: |
| Option A: | Minimize threats and maximize opportunities |
| Option B: | Promote strengths and reduce weaknesses |
| Option C: | Formulate future strategies in addition to analyzing the current situation |
| Option D: | it is too vague to be of any real use |
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| 8. | The primary source of financing during the early years of e-commerce was \_\_\_\_\_\_\_. |
| Option A: | Initial public offerings. |
| Option B: | Large retail firms. |
| Option C: | Bank loans. |
| Option D: | Venture capital funds. |
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| 9. | Which of the following represents a limiting factor for the growth of e-commerce? |
| Option A: | Persistent cultural attraction of physical markets and traditional shopping experiences |
| Option B: | Inadequate selection of goods compared to physical marketplaces. |
| Option C: | E-commerce lacks the convenience of other methods of transacting business |
| Option D: | The potential audience for e-commerce is too low to support it as a widespread method of commerce |
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| 10. | An existing business may use a business plan to: |
| Option A: | Focus on the business idea before start-up |
| Option B: | Present to the suppliers of a private limited company |
| Option C: | Secure finance from the bank for business expansion in the UK |
| Option D: | Share with employees in the business |
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| 11. | Mission statement and vision is the part of which Strategic Process. |
| Option A: | Formulation of Strategy |
| Option B: | Implementation of Strategy |
| Option C: | Evaluation of Strategy |
| Option D: | Internal Analysis Strengths weakness |
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| 12. | Which one of the following is not a higher –layer SSL protocol? |
| Option A: | Alert Protocol |
| Option B: | Handshake Protocol |
| Option C: | Alarm Protocol |
| Option D: | Change Cipher Spec Protocol |
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| 13. | Competitive driver of e-business is |
| Option A: | Reduced sales costs |
| Option B: | Reduced service costs |
| Option C: | Avoiding losing market share to business |
| Option D: | To obtain supplies more rapidly |
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| 14. | Which of the following is the first step in strategic planning? |
| Option A: | set objectives and goals |
| Option B: | develop the business portfolio |
| Option C: | define the company mission |
| Option D: | plan marketing strategies |
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| 15. | What is at the heart of any ERP system? |
| Option A: | Information |
| Option B: | Employees |
| Option C: | Customers |
| Option D: | Database |
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| 16. | Which type deals with auction? |
| Option A: | B2B |
| Option B: | B2C |
| Option C: | C2B |
| Option D: | C2C |
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| 17. | What is NOT a benefit of BYOD? |
| Option A: | Reduced costs. |
| Option B: | Viruses and security issues. |
| Option C: | Familiarity. |
| Option D: | Ownership. |
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| 18. | IPSec provides security at: |
| Option A: | Physical Layer |
| Option B: | Network Layer |
| Option C: | Transport Layer |
| Option D: | Session Layer |
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| 19. | The Android software is based on Java and runs in a? |
| Option A: | Dalvik virtual machine |
| Option B: | Quadrangle virtual machine |
| Option C: | Qualcomm virtual machine |
| Option D: | Snapdragon virtual machine |
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| 20. | A packet filter firewall filters at \_\_\_\_\_\_\_\_\_\_ |
| Option A: | Physical layer |
| Option B: | Data link layer |
| Option C: | Network layer or Transport layer |
| Option D: | Application layer |

**Subjective Questions**

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| 1 | What are the types of E-marketplaces? Explain? |
| 2 | What are the advantages of E-Commerce? |
| 3 | What is Information System? Explain its Components? |

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| 4 | Compare & contrast physical Economy with Digital Economy? |
| 5 | What are the types of E-Commerce models? |
| 6 | What is Firewall? How Firewall can be configure? |

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| 7 | State and Explain opportunities & Challenges in Digital Business? |
| 8 | What is business plan? Why it is required in any business organization? |
| 9 | Explain different types of E Business? |

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| 10 | Difference between Physical economy and Digital economy. |
| 11 | Explain Digital Signature |
| 12 | Types of E-Commerce |
| 13 | Explain ERP |
| 14 | Explain Analysis of Company’s Internal and External environment |
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| 15 | Write short note on Market research and Advertisement |
| 16 | Write short note on Firewall |
| 17 | Explain process of Digital Transformation |
| 18 | Explain IOT |
| 19 | Explain Business Plan Preparation |

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| 20 | Opportunities and challenges in Digital Business |
| 21 | Short note on Consumer Behaviour |
| 22 | Short note on Digital Certificate |
| 23 | Components of E-SCM |
| 24 | Short note on Mobile Commerce |