

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

Objective Questions

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
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
3.	Which is not a financial institution?
Option A:	Bank
Option B:	Grocery store
Option C:	Savings and loan
Option D:	Credit union
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
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
6.	A “glue” between client and server parts of application.
Option A:	Middleware
Option B:	System Software
Option C:	Package
Option D:	Firmware
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
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.
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
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
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
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
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
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
15.	What is at the heart of any ERP system?
Option A:	Information
Option B:	Employees
Option C:	Customers
Option D:	Database

16.	Which type deals with auction?
Option A:	B2B
Option B:	B2C
Option C:	C2B
Option D:	C2C
17.	What is NOT a benefit of BYOD?
Option A:	Reduced costs.
Option B:	Viruses and security issues.
Option C:	Familiarity.
Option D:	Ownership.
18.	IPSec provides security at:
Option A:	Physical Layer
Option B:	Network Layer
Option C:	Transport Layer
Option D:	Session Layer
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
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

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?
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?
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?
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

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

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