

These are sample MCQs to indicate pattern, may or may not appear in examination

**University of Mumbai**  
**Online Examination 2020**

Program: BE Engineering All branches

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Examination: Final Year Semester VIII

Course Code: ILO8028 and Course Name: Digital Business Management

Time: 1hour

Max. Marks: 50

**Note to the students:-** All the Questions are compulsory and carry equal marks .

MODULE 1

- |   |  |
|---|--|
| Q | In mobile computing social engagement means_____   |
| A | A user can easily interact with other user over the internet   |
| B | A user meet frequently at some plaace  |
| C | A user can alone   |
| D | A user not using mobile  |
| Q | The use of distributed storage and processing on servers connected by the Internet, typically provided as software or data storage as a subscription service provided by other companies know as____ |
| A | Big data   |
| B | Cloud Computing  |
| C | Social media   |
| D | IoT  |
| Q | The key advantages for cloud computing is its ability to provide its service to several businesses simultaneously by acquiring and releasing the resources on-demand and as needed refer as _____    |
| A | Automated service provisioning   |
| B | Virtual Machine Migration  |
| C | Energy management  |
| D | Traffic management and analysisi   |
| Q | Which strategy helps inengaging and collaborating with all key stakeholders early in the IT consumerization process?   |
| A | BOYD   |

B	Cloud Computing
C	Big Data
D	Social media
Q	In old economy Production is in mass whereas in new economy production is _____
A	As it is
B	Flexible and customized
C	Not accept changes from customer
D	Decide by manufacturer
Q	Existing and emerging web technologies offering orgnization unprecedented opportunities to rethink strategic business models, processes, and relationships called as _____
A	E-opportunities
B	E-marketplace
C	E-operation
D	E-service
Q	Independently-operated business to business trading platforms for facilitating online transactions between trading partners known as _____
A	Private Exchange
B	Public Exchange
C	Consortium Exchnage
D	Eletronic Market
Q	What is social media optimization?
A	Writing clear content
B	Creating descriptive long content which is easily indexed
C	Hiring people to create content for social networks
D	Creating content which easily creates publicity via social networks
Q	The process that enables the user to utilize computing capabilities, such as server using time and data storage, automatically and without human interaction called as _____
A	On demand self service
B	Agile Structure
C	Quick Deployment
D	Measura and controlled service

Q Web based initiative that improve the creation of existing product known as \_\_\_\_\_  
A E-opportunities  
B E-marketing  
C E-operation  
D E-service

Q The activity that supports online order fulfillment, inventory management, purchasing from suppliers, payment processing, packaging and delivery called as \_\_\_\_\_  
A Front end  
B Back end  
C Intermediaries  
D Support Service

Q which driver of digital business help in fast price comparison of product on the way?  
A Cloud Computing  
B Mobile  
C Big Data  
D BYOD

Q Which feature of cloud computing enables the service provider to serve multiple customers as the same time by smartly allocating its resource to them?  
A Broad network access  
B Improved accessibility  
C Resource pooling and allocation  
D Quick deployment

Q E-commerce transactions between an organisation and its suppliers and other partners is know as \_\_\_\_\_  
A Buy side e-commerce  
B Sell side e-commerce  
C Commission side e-commerce  
D Margin side e-commerce

Q BOYD (bring your own device ) technology some time refered as \_\_\_\_\_  
A Bring your own technology  
B Bring your poor technology  
C Bring your high cost tehcnology  
D Bring your wrost technology

Q From following which is not example of Social Networking?

A	Facebook
B	Twitter
C	Linkedin
D	Amazon
Q	Due to E-marketplace delivery time of digitized product and service can be__
A	Reduced
B	Increases
C	Dealyed
D	Not sure
Q	_____can provide the customer's location, marketers can target specific customers by geographic location at the most oportune time.
A	Desktop computer
B	Landline telephone
C	Pager
D	Mobile
Q	Good that can be transformed to digital fromat and deliverd over internet known as_____
A	Physical Product
B	Digital product
C	Value adde Product
D	Extra ordinary product
Q	Data is collected from sensors, cameras, digital devices for monitoring supply chains and stocking in warehouses called as_____
A	Internet of things
B	Big Data
C	Cloud Computing
D	BYOD
Q	Find out incorrect term which is not similar to Digital Economy from following
A	New Economy
B	Web Economy
C	Internet economy
D	Physical Economy

Q	A private network within a single company using Internet standards to enable employees to access and share information using web publishing technology is known as _____
A	Interior gateway
B	Intranet
C	Extranet
D	Exterior gateway
Q	Monitoring and facilitating customer– customer interaction and participation throughout the web to encourage positive engagement with a company and its brands. Interactions may occur on a company site and other third-party sites know as ____
A	Inbound marketing
B	Content marketing
C	Social media marketing
D	Door to door marketing
Q	_____ which enables the user to access the cloud computing resource from different platforms, such as mobile phones, laptops or PDAs.
A	On demand self service
B	Agile Structure
C	Broad network access
D	Quick deployment
Q	Which is not adavantge of using internet for firm and consumer from following?
A	Ease of access
B	Ease of use
C	Poor customer service
D	Convience
MODULE 2	
Q	What is E Commerce?
A	End commerce
B	Electronic commerce
C	Enterprise commerce
D	Earth commerce
Q	Which segment is Amazon an example?
A	B2A

B	C2A
C	A2C
D	B2C
Q	Mobile commerce provides _____ feature.
A	convenience
B	inconvenience
C	publishing
D	programming
Q	B2B model of E-Commerce is called as _____.
A	business to business
B	business to buy
C	buy to business
D	business to built
Q	M Commerce can be defined as?
A	Mobile Commerce
B	Max Commerce
C	Multi Commerce
D	Mode Commerce
Q	_____ is the most common type to find unknown websites
A	search engine
B	online advertisement
C	personal contact
D	Print advertisement
Q	What is the example of C2C E commerce model?
A	Amazon
B	Flipkart
C	OLX
D	Snapdeal
Q	Local government services are related to which model
A	B2C
B	B2D
C	B2B
D	G2C
Q	_____ E Commerce is commerce done through the wireless handheld devices

A	E commerce
B	M commerce
C	I commerce
D	commerce
Q	Which term is related to buying and selling products and services over computer communication networks?
A	Commerce
B	E-Commerce
C	D-Commerce
D	T-Commerce
Q	Individuals selling residential property, cars, and so on in online are examples of _____
A	B2B
B	B2C
C	C2B
D	C2C
Q	E Commerce is an enabler of online _____ in schools and universities
A	training and education
B	property
C	tax
D	goods
Q	The infrastructure for E Commerce consists of _____
A	hardware
B	hardware, software, and networks
C	software
D	networks
Q	Government-to-Government model is generally referred to _____
A	c-Government.
B	m-Government
C	e-Government
D	o-Government
Q	E commerce vendors usually do not make the guidelines about which of the following matter
A	_____
A	payment
B	returns

C delivery  
D uses

MODULE 3

Q Adopting an ERP solution significantly affects \_\_\_\_  
A a company's architecture, process, people  
B vendors  
C marketing  
D customers

Q Digital business is also called as e-business as it is \_\_\_\_\_  
A transformation of the key business process  
B the need of the world  
C effects customers needs  
D Source system

Creating and managing long-term arrangements to promote your online services on third-party websites and different forms of partnerships that include link building, affiliate marketing is  
Q \_\_\_\_\_  
A Online partnerships  
B Online advertising  
C Interactive advertising  
D Business intelligence

\_\_\_\_\_ is the strategy to encourage visitors and customers to continue using online services using tactics such as email marketing and personalisation  
Q  
A Customer development and growth  
B Digital channel governance  
C Online customer acquisition  
D channel integration

\_\_\_\_\_ is often considered part of a company's intranet that is extended to authorized users outside of the organization.  
Q  
A distributed network  
B extranet  
C internet  
D virtual network

Q While you resting the best way to make money is \_\_\_\_\_  
A by using good marketing ideas



B	Selling products
C	Having your products on your website
D	Partnership
Q	Which is not a primary function of portal like yahoo .
A	social networking
B	content
C	Negotiation of the web
D	e-commerce
Q	When preparing a website designers should ensure that site enables users to use communication and this design feature is known as _____
A	commerce
B	community
C	connection
D	context
Q	Computer based information system used in the company may _____
A	require some tasks to be done manually
B	fully automated
C	doesn't not require manual work
D	uses only computer
Q	Social networking sites normally earn through _____
A	advertising
B	subscriptions
C	donations
D	service fee
Q	In company, that is very important is available resource analysis is done for _____
A	External resources
B	internal resources
C	SWOT Analysis
D	Competitor analysis
Q	The group of people who works together to achieve the common goal is called as _____
A	Department
B	System
C	Resource
D	Enterprise

Q User of the internet uses \_\_\_\_\_ is an example of the portal .  
A Amazon  
B yahoo  
C ebay  
D facebook

Q The most important feature of digital business is \_\_\_\_\_  
A customer centric  
B Knowledge based system  
C gain organization benefits  
D Marketing

\_\_\_\_\_ is a controlled, private network that uses the internet for secure collaboration and information sharing among internal team members, customers, suppliers, partners  
Q  
A extranet  
B intranet  
C Internet  
D web site

#### MODULE 4

Q A security plan begins with \_\_\_\_\_.  
A security policy  
B risk assessment  
C implementation plan  
D security organization

Q PKI stands for  
A private key infrastructure  
B Public key infrastructure  
C proxy key infrastructure  
D public key information

Q In public key cryptosystem \_\_\_\_\_ keys are used for encryption and decryption.  
A Same  
B Different  
C Encryption Keys  
D Private

Q Which one of the following is not a higher –layer SSL protocol?

A	Alert Protocol
B	Handshake Protocol
C	Alarm Protocol
D	Change Cipher Spec Protocol
Q	Protocol used to report error message
A	TCP
B	IP
C	ICMP
D	SMTP
Q	_____ is a digital code (generated and authenticated by public key encryption) which is attached to an electronically transmitted document to verify its contents and the sender's identity.
A	VPN
B	Digital Signature
C	HTTPS
D	Message Digest
Q	Cryptography provides _____, Privacy, Integrity, Confidentiality, Non-repudiation.
A	Authentication
B	Authorization
C	Classification
D	Indexing
Q	The _____ is the original message before transformation
A	secure text
B	plain text
C	confidential text
D	cipher text
Q	E-business is a combination of three different areas of study namely Business, _____, Law/Policy.
A	Support
B	Technology
C	R&D

D	Feedback
Q	E-business is not suitable for :
A	sale or purchase of expensive jewellery and antiques
B	sale or purchase of mobile phones
C	sale or purchase of branded clothes
D	online job searching
	_____ includes all electronics based information exchanges within or between
Q	companies and customers
A	E-commerce
B	E-marketing
C	E-communication
D	E-business
Q	The basic requirements for transaction security are
A	Privacy, meaning, customer touch
B	Privacy
C	Privacy , Confidentiality , Integrity
D	Confidentiality
	Which factor determines who has the right to access different types of IT systems and
Q	information?
A	Availability
B	Accessibility
C	Reliability
D	Scalability
	What consists of the identification of risks or threats, the implementation of security
Q	measures, and the monitoring of those measures for effectiveness?
A	Risk management
B	Risk assessment
C	Security
D	Threat Management
Q	Digital Signature needs _____
A	private key system
B	pubilc key system

- C Authentication key system
- D shared key system

MODULE 5

- Q The Analytical part of the strategic process comprises of:
- A Internal Analysis
  - B External Analysis
  - C Both a and b
  - D Force-field Analysis

- Q Reduce procurement costs by 12% over next 12-month period using existing ICT capability is the performance indicator of which objective.
- A Reduce cost of procurement
  - B Improve customer satisfaction
  - C Improve delivery times
  - D Retain existing customers

- Q The option has to be possible within the skills, competences and resources available to the organization is the part of which criteria Suitability
- A Feasibility
  - B Suitability
  - C Acceptability
  - D Scope for gaining competitive advantage

- Q In a basic SWOT analysis the "T" stands for \_\_\_\_\_.
- A Timing
  - B Trust
  - C Threats
  - D Trade

- Q The final part of strategy evaluation should focus on:
- A Long term aspirations
  - B Testing
  - C Short term aspirations
  - D Both a and c

- Q A SWOT analysis looks at
- A only the internal factors

B	only the external factors
C	both internal and external factors
D	neither internal nor external factors
Q	Which of the following is not an element in the secondary activities of a value chain
A	service
B	procurement
C	Human Resource Management
D	Infrastructure
Q	The primary activities in Porter's Value Chain are:
A	Procurement, operations, outbound logistics, marketing and sales, service
B	Inbound logistics, operations, distribution, marketing and sales, service.
C	procurement, operations, distribution, marketing and sales, service.
D	Inbound logistics, operations, outbound logistics, marketing and sales, service
Q	The term 'differential performance' means:
A	The way that firms vary over time in their profitability.
B	The way that firms differentiate themselves.
C	The differences in performance between firms with similar resources operating in the same industry.
D	The effect that industry has on a firm's performance.
Q	Mission statement should be market oriented and defined in terms of _____.
A	Product needs
B	Company needs
C	Long-range plans
D	Customers' needs
MODULE 6	
Q	Which of the following best describes a business plan?
A	The business, its aims/objectives, financial forecasts and market
B	The marketing plan of the business
C	The objectives and key targets of the business
D	How the business will produce its products
Q	They represent the end point of planning?
A	Rules

B	Methods
C	Objectives
D	Policies
Q	Which of the following are drawbacks of business planning?
A	Reduces risk by providing a guide for the business
B	The plan will need to be constantly updated
C	Allows the business to review its progress
D	It will help to secure any finance required
Q	What is not true about digital marketing?
A	Digital marketing cannot be done online
B	Digital marketing is any form of marketing products or services that involves electronic devices.
C	Digital marketing can be done online
D	Digital marketing is often referred to as online marketing, internet marketing or web marketing.
Q	A business plan is NOT intended for?
A	Your competition
B	Potential investors
C	Your bank
D	Price
Q	Which of the following is a major problem that an entrepreneur might encounter when writing a business plan for the first time?
A	Explaining the business idea and where it came from
B	Forecasting product sales accurately
C	Including details about the owners
D	Including details about the owners
Q	In which section of the business plan would you expect to find details about the capital needed to start-up the business?
A	The business idea
B	Business aims and objectives
C	Forecast revenue, costs and profit
D	Sources of finance

Q	Which of the following sections of a business plan would provide an initial description of the goods or services a new business will offer for sale to its customers?
A	Target market
B	The business idea
C	Business aims and objectives
D	Marketing mix
Q	In which section of the business plan would you expect to find details about the price the business intends to charge its customers?
A	Business aims and objectives
B	Target market
C	Marketing mix
D	Sources of finance
Q	A prediction of the amount of money coming in from sales, how much those sales will cost to make and the difference between the two figures would be found in which of the following sections of the business plan?
A	Sources of finance
B	Marketing mix
C	Forecast revenue, costs and profit
D	Target market
Q	Which of the following are advantages to a new business start-up of producing a business plan?
A	Guarantee business survival
B	Help test financial viability
C	Ensure sales targets are met
D	Not need to be referred to again by the business owner
Q	Making the beliefs, values, and behavioral norms explicit and intentional builds the _____ of an organization.
A	tag line
B	mission
C	vision
D	Culture
Q	Which of the following is not an explanation for why small businesses tend not to write formal business plans?
A	no data being available



B	a lack of understanding of the process or benefits of business planning
C	pressure on doing, rather than thinking, or gathering information
D	the belief that strategic planning is for larger organisation
Q	The _____ analysis addresses the roles of the community, region, nation, and world in a business.
A	Environmental
B	industry
C	business
D	customer
Q	Which of the following organizations can provide assistance when writing your business plan?
A	bank
B	chamber of commerce
C	Small Business Development Center
D	Insurance office
Q	Why are business plans used for potential investors and banks?
A	For start up funds
B	For customers
C	For products
D	For insurance
Q	In SWAT analysis the 'S' stands for ?
A	Strengths
B	Strings
C	Superior
D	Supportive
Q	The major decision area in supply chain management is?
A	Budget
B	Procedure
C	Production
D	Rule
Q	Which is a plan which quantifies future facts and figures?
A	Budget
B	Rule
C	Programme

D

Procedure

Which digital streaming service partnered with 4 companies for Indian markets?

Q

A

HBO

B

Netflix

C

Disney

D

Pixar

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