



Name: Enrolment No:	
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UPES

End Semester Examination, December 2023

Course: Introduction to Digital Business and Social Media Tools
Program: MBA DB
Course Code: DIGM7001

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

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q	Statement of question		
1)	What is the Digital Economy, and how does it impact businesses?	2	CO1
2)	What is Internet of Things (IoT)?	2	CO1
3)	What are mobile websites, mobile applications, and mobile marketing?	2	CO1
4)	Differentiate between Hacking and Cracking.	2	CO1
5)	What are the stages of the Digital Business life cycle?	2	CO1
6)	Differentiate Computer Virus from Spyware.	2	CO1
7)	How does IoT enhance industrial operations?	2	CO1
8)	How can Digital Business offer a competitive advantage?	2	CO1
9)	Define Data Mining.	2	CO1
10)	What are the types of cloud computing services?	2	CO1

SECTION B
4Qx5M= 20 Marks

Q	Statement of question		
1)	Illustrate the process of creating a mobile application for a digital business, emphasizing its user interface and functionality.	5	CO2
2)	Demonstrate the role of Data Base Management Systems (DBMS) and Data warehousing in managing large volumes of data.	5	CO2
3)	Illustrate the importance of social media platforms like Facebook, LinkedIn, Twitter, and YouTube in building relationships and brand presence.	5	CO2
4)	Identify the various applications of social media in different areas of business, including marketing, customer engagement, and recruitment.	5	CO2

SECTION-C
3Qx10M=30 Marks

Q	Statement of question		
1)	Evaluate the impact of social media on consumer behavior and market trends in the digital economy.	10	CO3
2)	Illustrate the concept of Cloud Computing and its different types: Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS).	10	CO3
3)	Explore the significance of Internet of Things (IoT) and Industry 4.0 in the context of digital technology advancements.	10	CO3

SECTION-D
2Qx15M= 30 Marks

Q	Statement of question		
1)	Integrate the concepts of Data Mining and Big Data to develop a data-driven strategy for a digital business in India. Explain it with real-life examples.	15	CO4
2)	Integrate concepts from social media, Mobile Technology and Data Mining to explain how businesses in India can analyze social media content to enhance customer engagement and tailor marketing strategies. Provide real-life examples.	15	CO4