



Name:

Enrolment No:

UPES

End Semester Examination, DEC 2024

Course: Introduction to Digital Business

Program: BBA_DB

Course Code: DSIT3014_3

Semester : III

Time : 03 hrs.

Max. Marks: 100

Instructions:

1. All questions must be answered except for Questions 17 and 19.

2. For Questions 17 and 19, choose one option each:

Question 17: Answer either 17a or 17b.

Question 19: Answer either 19a or 19b.

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q1	Which of the following is NOT a core component of a digital business model? a) Value Proposition b) Revenue Model c) Supply Chain Strategy d) Cost Structure	2	CO1
Q2	Which one of the following determines whether a business passes the model tests? a) Profit Test b) Narrative Test c) Number Test d) Both b) and c)	2	CO1
Q3	Which of the following is NOT a characteristic of a digital business model? a) The value is created using digital technologies. b) The value is created using AI. c) The value is created using a salesperson present online. d) The value is created using recommendation systems.	2	CO1
Q4	Which is the most common digital business model? a) Subscription model b) E-commerce model c) Advertising model d) Data-monetization model	2	CO1

Q5	Which e-commerce model may NOT comprise a necessary monetary transaction? a) C2G b) B2G c) B2B d) B2C	2	CO1
Q6	Which of the following includes the concept of bidding? a) C2B b) B2B c) B2G d) All of the above	2	CO1
Q7	What is the difference between a subscription and a freemium model? a) Consumers must pay an amount in the freemium model to avail of any services. b) Consumers must pay an amount in the subscription model to avail of any services. c) Consumers must use the platform daily in the freemium model to avail of any services. d) Consumers must use the platform daily in the subscription model to avail of any services.	2	CO1
Q8	When a company creates a new demand in the market, it is known as a) Low-end market disruption b) High-end market disruption c) New-market disruption d) Marketing disruption	2	CO1
Q9	SEO is different from PPC in the following ways. a) For SEO, firms need to do keyword research. b) For SEO, firms need to pay an amount for every click. c) For PPC, firms need to do keyword research. d) For PPC, firms need to pay an amount for every click.	2	CO2
Q10	Is CPC the same as PPC in paid advertising? a) True b) False c) In some conditions. d) No answer	2	CO2
SECTION B 4Qx5M= 20 Marks			
Q11	State and describe the different types of business data with examples.	5	CO1
Q12	Compare and contrast C2C and B2C models.	5	CO1
Q13	Compare and contrast different market disruptions.	5	CO1

Q14	What is SEO, and what are its different types?	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q15	What is data analytics, and how does it help businesses? State the different types with examples of methods/tools.	10	CO3
Q16	Since Amazon is a digital business, describe how it creates value through digital technologies. Also, what business and revenue models does it follow to create value?	10	CO3
Q17a	Suppose you want to start a clothing brand and increase its outreach online. State and elaborate on how you could market your brand digitally.	10	CO3
	(Or)		
Q17b	State and elaborate on the technologies driving digital transformation in the business world. Also, give an example of a business that underwent digital transformation to innovate.		
SECTION-D 2Qx15M= 30 Marks			
Case	<p>CarDekho, founded in 2008 by Amit and Anurag Jain in Jaipur, India, is one of the leading digital platforms in the automotive industry. Initially launched as an online car comparison platform, CarDekho has expanded its offerings to become a comprehensive ecosystem for car buyers, sellers, and dealers. It has transformed how Indians buy, sell, and research vehicles, leveraging cutting-edge technology and data-driven solutions to create value across the automotive lifecycle.</p> <p>CarDekho's platform enables users to compare cars, access expert reviews, check prices, and find new and used vehicles. Its services include financing options, insurance, and vehicle servicing. The firm also caters to businesses by providing lead generation and digital marketing solutions for car dealerships and original equipment manufacturers (OEMs).</p> <p>CarDekho leverages several technological innovations to enhance user experience and operational efficiency. AI-powered chatbots guide users through car-buying, answering questions, and offering personalized recommendations. CarDekho's virtual showroom allows users to view cars in 3D and explore features without visiting physical showrooms. Insights from customer behavior, preferences, and market trends help CarDekho refine its offerings and enhance its recommendation engines. Lastly,</p>		CO1, CO2, CO3

predictive algorithms suggest the best car models, financing options, and resale value for used cars.

CarDekho's ecosystem involves multiple stakeholders: car buyers and sellers who benefit from streamlined services, retailers who use CarDekho's platform for customer acquisition and digital marketing, and manufacturers who use insights from CarDekho's analytics to align products with market demand. And financial institutions like lenders and insurers partner with CarDekho to offer seamless financing and coverage.

CarDekho operates on a multi-revenue model. Its generation of leads for car dealers and manufacturers is a significant source of revenue. Secondly, dealerships subscribe to CarDekho's CRM tools and marketing solutions. Third, commissions from financing, insurance, and resale transactions. It also offers users value-added services like extended warranties and maintenance packages.

CarDekho employs an omnichannel marketing strategy. For Search Engine Optimization (SEO), the platform dominates organic search results for automotive-related queries. Regarding content marketing, blogs, videos, and expert reviews educate and engage users. Platforms like Facebook, Instagram, and YouTube amplify brand visibility on social media. They also have a mobile app that offers personalized notifications and seamless browsing, key to user retention. Lastly, they engage in collaborations and partnerships with influencers and automotive brands to expand their reach.

CarDekho uses analytics extensively. Customer Analytics, like behavioral and demographic insights, drive personalized marketing campaigns. They also rely on forecasting for estimating market demand and consumer preferences to optimize inventory. Lastly, they optimize operations using app and website performance analytics to enhance user experience.

CarDekho underwent a significant digital transformation to establish itself as a leader in the automotive space. Initially relying on essential comparison tools, the company expanded its capabilities by integrating advanced technologies like AI, ML, and AR. Its pivot to a transactional model marked a crucial shift, enabling end-to-end solutions for car buyers and sellers. The COVID-19 pandemic accelerated this transformation, prompting CarDekho to invest in remote services like virtual showrooms, digital financing, and contactless delivery.

	Therefore, CarDekho exemplifies a digital business that has successfully utilized technology to revolutionize the automotive industry in India. Its ability to create value for diverse stakeholders while continuously innovating through analytics and technology underscores the potential of digital transformation in traditional sectors.		
Q18	<ul style="list-style-type: none"> a) List the company's different marketing strategies. Elaborate on how each of the marketing strategies helped the business differently. b) Does Cardekho need to do keyword research to improve visibility? Justify your answer with valid points. 	15	CO1, CO2, CO3
Q19a	<ul style="list-style-type: none"> a) Determine and elaborate on the company's various digital business and revenue models. b) Explain how the company turned into a digital business. 	15	
	(Or)		
Q19b	<ul style="list-style-type: none"> a) Explain the importance of data for this company. b) Elaborate on possible data sources for the company. c) What type of analytics did the company use for various business purposes? 		