

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2022

Course: E-Business
Program: BBA Family Business and Entrepreneurship
Course Code: MKTG 2031

Semester: 4
Time : 03 hrs.
Max. Marks: 100

Instructions: *The student must write his/her name and enrolment no. in the space designated above.*

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q1	Which of the following is a computer based system that stores and manipulates data that are viewed from a Geographical point or reference? a. Geographical Information System (GIS) b. Database System (DS) c. Geographic System (GS) d. Software System (SS)	2	CO1
Q2	_____ is the information about data. a. Data b. Meta-data c. Entity d. Relations.	2	CO1
Q3	_____ include researchers, designers, architects, scientists, and engineers who primarily create knowledge and information for the organization.	2	CO1
Q4	_____ systems help decision makers visualize problems requiring knowledge about the geographic distribution of people or other resources. This software ties location data to points, lines, and areas on a map.	2	CO1
Q5	_____ is junk e-mail sent by an organization or individual to a mass audience of Internet users who have expressed no interest in the product or service being marketed.	2	CO1
Q6	In Computers, the Number System of 0 & 1 is called as: a. Octal b. Hexadecimal c. Decimal d. Binary	2	CO1
Q7	_____ is a real world object, such as a person, place, etc. a. Attribute b. Entity c. Record d. All of these	2	CO1
Q8	Summary Transaction Data, High Volume data and simple models are	2	CO1

	information input characteristics of: a. DSS b. MIS c. ESS d. TPS		
Q9	Sequence of instructions that works together to perform a task is called a : a. Program b. Statements c. Block d. Grouping	2	CO1
Q10	The collection of all the webpages worldwide is also known as _____	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q1	There are many ways to classify electronic commerce transactions. Classify by looking at the nature of the participants in the electronic commerce transaction.	5	CO1
Q2	Explain the role of EDIs in the area of SCM systems.	5	CO1
Q3	Differentiate between OLTP & OLAP.	5	CO2
Q4	Differentiate between System Softwares and Application Softwares.	5	CO1
SECTION-C 3Qx10M=30 Marks			
Q1	Appreciate the following dilemmas : a. Privacy & Security b. Privacy & Personalized Services.	10	CO2
Q2	Discuss the most popular E-Commerce Revenue Models.	10	CO2
Q3	Briefly describe some of the most common Malwares & Spywares. OR Summarize the unique features of E-Commerce Technology.	10	CO2
SECTION-D 2Qx15M= 30 Marks			
Q1	How do Enterprise Softwares provide value to Businesses? Describe in brief the various Business Processes supported by Enterprise Software. OR Discuss the key technological trends that raise the issue of ethics in the area of Information Systems.	15	CO2
Q2	Elucidate upon how Geographical Information Systems (GIS) play a role in strategic decision making in organizations.	15	CO3