

<b>Name:</b>  <b>Enrolment No:</b>	
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**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online End Semester Examination, January 2021**

<b>Course: Introduction to Digital Business &amp; Social Media Tools</b>	<b>Semester: I</b>
<b>Program: MBA Digital Business</b>	<b>Time 03 hrs.</b>
<b>Course Code: DIGM 7001</b>	<b>Max. Marks: 100</b>

**SECTION A**

- 1. Each Question will carry 5 Marks**
- 2. Instruction: Complete the statement / Select the correct answer(s)**

S. No.	Questions	CO
Q1	From the below options, identify the one that doesn't come fully under the digital economy or digital payments  a) Cashless payments  b) M-Payments  c) E-Payments  d) None of the above  e) All of the above	CO1
Q2	Identify the incorrect statement about ERP from below statements.  a) ERP helps in increasing the communication with suppliers and customers b) ERP helps in saving time and effort c) ERP always leads to business success and increased revenues d) ERP has a high maintenance cost and initial installment cost	CO2
Q3	IoT devices help us to achieve faster internet speeds and also stores the data generated. Is the statement  a) True b) False	CO3
Q4	What are the four types of data associated with Data Warehousing? Three of them are given. Identify the last one.  a) Subject-oriented Data b) Integrated Data c) Non-volatile Data d) ??	CO3
Q5	The three service models of cloud computing are _____, _____ and _____.	CO1

Q6	Identify all the applications from the below list that can be used for business communication.  a) Facebook b) LinkedIn c) Twitter d) Google Plus e) Tinder f) Bumble	CO4
<b>SECTION B</b> <b>1. Each Question will carry 10 Marks</b> <b>2. Instruction: Write short or Brief Notes</b>		
Q7	Explain the advantages and the disadvantages of ERP? Answer point wise (at least mention 5 advantages and 5 disadvantages)	CO2
Q8	What are the differences between Traditional Marketing and Digital Marketing? Answer point wise (mention 4 differences with brief descriptions of each difference)	CO4
Q9	Mention five social media tools and explain their usage in business communication.	CO4
Q10	Explain the advantages of using a Database Management System. Answer point wise (mention at least 5 advantages and explain them)	CO3
Q11	Explain the five stages of digital transformation.  OR  Explain the four digital business models.	CO4
<b>SECTION C</b> <b>1. Each Question will carry 20 Marks</b> <b>2. Instruction: Write long answers</b>		
Q12	What is supervised and unsupervised machine learning? Explain with examples.  OR  Explain the concept of 'friends of friends' in social media with suitable examples as discussed in class.	CO4