Paper / Subject Code: 53385 / Digital Business Management

1T01438 - B.E.(Mechanical)(SEM-VIII)(Choice Based) ((R-2019-20) (C Scheme) / 53385 - Digital Business Management   QP CODE: 10030871   DATE: 17/05/2023

Duration: 3hrs   **[Max Marks:80]**

N.B. : (1) Question No 1 is Compulsory.
(2) Attempt any three questions out of the remaining five.
(3) All questions carry equal marks.
(4) Assume suitable data, if required and state it clearly.

1		Attempt any FOUR	[20]
	a	Explain Internet of Things- driver for digital business.	
	b	Explain different factors that affect consumer behavior	
	c	Describe the need of security in e-commerce	
	d	Explain different types of e-business	
	e	Explain building blocks of mobile commerce.	
2	a	Explain Drivers of digital business- Big Data & Analytics, Mobile, Cloud Computing, Social media.	[10]
	b	Explain Opportunities and Challenges in Digital Business.	[10]
3	a	What do you mean by digital business infrastructure? Name the different hardware and software that are used in the e-infrastructure.	[10]
	b	Explain ERP and its components.	[10]
4	a	Explain Different types of cryptographic algorithms with suitable example.	[10]
	b	Describe the use of firewalls and their types.	[10]
5	a	Explain SSL and PKI?	[10]
	b	Explain selling and buying in private e-markets with respect to business to business E-Commerce.	[10]
6	a	Discuss various Legal, Ethics and Societal impacts of E-commerce	[10]
	b	What is business plan? Why it is required in any business organization?	[10]

****

30871