**FYUGP BBA BUSINESS MANAGEMENT**

**Semester II**

**UK2DSCCOM102 E-BUSINESS AND GOVERNANCE**

**Part A. Objective Type Questions (1 Mark)**

1. Which of the following is a traditional business model?
	1. B2B
	2. B2C
	3. Brick-and-mortar store
	4. E-Marketplace
2. What is the primary benefit of E-Business?
	1. Limited customer reach
	2. 24/7 availability
	3. High operational costs
	4. Manual transaction processing
3. Which of the following is an example of E-Commerce?
	1. Buying vegetables from a local market
	2. Purchasing clothes from Amazon
	3. Visiting a physical library
	4. Attending a seminar
4. Which of the following is NOT a type of E-Commerce model?
	1. B2B
	2. B2C
	3. P2P
	4. C2P
5. What is an advantage of Internet Marketing?
	1. High cost
	2. Limited audience reach
	3. Global accessibility
	4. Time-consuming process
6. What does "P2P" in E-Commerce stand for?
	1. Product to Product
	2. Peer to Peer
	3. Payment to Payment
	4. People to Product
7. What is an E-Marketplace?
	1. A digital platform connecting buyers and sellers
	2. A physical market with online payment options
	3. A business model based on traditional retail stores
	4. A website for news articles
8. Which of the following is an example of an E-Auction website?
	1. Amazon
	2. Flipkart
	3. eBay
	4. Netflix
9. What is a key limitation of E-Business?
	1. Global expansion opportunities
	2. Risk of cyber fraud
	3. Faster transactions
	4. Lower operational costs
10. Which technology is essential for secure online transactions?
	1. VPN
	2. Encryption
	3. Bluetooth
	4. Wi-Fi
11. What is an E-Business revenue model?
	1. A method of conducting in-store sales
	2. A strategy for generating income online
	3. A manual transaction system
	4. A traditional banking service
12. Which of the following is a type of E-Business model?
	1. C2C
	2. B2P
	3. P2G
	4. B2E
13. What is the difference between E-Commerce and E-Business?
	1. E-Commerce includes only marketing
	2. E-Business is limited to retail sales
	3. E-Business includes all business functions, while E-Commerce focuses on buying and selling
	4. E-Commerce is completely offline
14. What is a major advantage of E-Tailing?
	1. Limited product availability
	2. Physical shop presence
	3. Convenience and variety for customers
	4. Higher operational costs
15. What is a popular payment method in E-Business?
	1. Barter system
	2. Bank cheques
	3. Digital wallets
	4. Physical cash transactions
16. Which of the following is NOT a feature of E-Business?
	1. Automation
	2. Global reach
	3. Paper-based transactions
	4. 24/7 availability
17. What is the full form of B2C in E-Commerce?
	1. Business to Client
	2. Business to Consumer
	3. Buyer to Customer
	4. Buyer to Client
18. What is a key principle of E-Business?
	1. Digital transactions
	2. Manual invoicing
	3. Physical record-keeping
	4. Cash-only payments
19. Which of the following is an example of an E-Business company?
	1. Local grocery store
	2. Amazon
	3. Petrol station
	4. Traditional bookstore
20. Define e-business.
21. What does B2B stand for in e-commerce?
22. Name one principle of e-business.
23. Give one example of a P2P e-commerce model.
24. Mention any one difference between traditional business and e-business.
25. What is the full form of ERP in e-business?
26. Write the meaning of e-tailing.
27. What is e-auction?
28. State one feature of an e-marketplace.
29. Name one latest technology used in e-business.
30. What is the role of e-payment in e-business?
31. Expand the term SCM used in e-business systems.
32. Mention one area where digitalisation has transformed personal finance.
33. What is meant by e-publishing?
34. Define e-governance.
35. What is G2C model in e-governance?
36. Mention one ICT tool used in e-governance.
37. What is e-filing?
38. The term e-business was first used by……………….
39. Name an e-business activity intends to procure raw materials to the business

people in time at lesser price.

1. ……………………means buying and selling, renting or exchanging the property

using the internet.

**Part B. Two – three Sentences Questions (2 Marks)**

1. Differentiate between e-business and e-commerce.
2. State two limitations of e-business.
3. List any two models of e-commerce.
4. Write a short note on internet marketing.
5. Mention two benefits of digitalisation in business.
6. Define e-ERP and state its importance.
7. What is e-SCM in the context of business systems?
8. Mention two applications of e-business.
9. Define e-publishing and give one example
10. State two uses of digitalisation in the job market.
11. Mention two features of online delivery of digital products.
12. What is e-outsourcing?
13. Define e-learning in the context of business.
14. What is the G2G model of e-governance?
15. State any two benefits of e-governance.
16. What is the purpose of e-auction in public administration?
17. What is meant by e-citizen?
18. State two infrastructural requirements for digitalising business.
19. What is the importance of ethics in e-business?
20. Mention two social impacts of e-business.
21. Compare E-commerce and E-marketing.
22. Illustrate the features of E-banking.
23. Identify the benefits of digital cash.
24. Outline the meaning of E-shopping.
25. Show the advantages of E-governance.
26. Identify the components of ERP system.
27. Identify different types of online entertainment activities with examples.
28. Outline the meaning of Dutch auction.
29. How E-learning related to business?
30. Illustrate the features of ERP.

**Part C. Short Answer Questions (4 Marks)**

1. Explain the imperatives of digitalising a traditional business.
2. Write a brief note on the principles and models of e-business.
3. Discuss B2C and P2P models of e-commerce.
4. Differentiate between e-business and e-commerce with examples.
5. Explain the concept and scope of e-tailing.
6. Discuss the features and types of e-marketplaces.
7. What is an e-auction? Describe any two types.
8. Explain any two latest technologies used in e-business.
9. Discuss the role of e-payment and e-marketing in modern commerce.
10. What is e-ERP and how does it integrate with other e-business units?
11. Explain the applications of e-SCM and e-CRM.
12. List any four areas where digitalisation has transformed business.
13. Describe how digitalisation is changing the real estate sector.
14. Explain the role of e-banking in personal finance.
15. Discuss the impact of e-marketing and e-grocery services.
16. What is e-learning? Explain how it is used in business skill development.
17. Explain the G2B and G2C models of e-governance.
18. Discuss the benefits and risks of e-governance.
19. List and describe any two successful e-governance initiatives in Indian states.
20. Write a short note on the ethical dimensions of e-business.
21. Explain the types of E-Auction.
22. Summarize the models of E-Commerce.
23. Explain the benefits and role of E-Marking for the success of business organisations.
24. Outline the role of e-Procurement contribute to better compliance and transparency in the procurement process?
25. Analyze the impact of the shift from Traditional Banking to E-Banking.
26. Classify some common types of digital products that are frequently purchased through online platforms.
27. Why do you think that E-Governance is important?
28. Assume that you are an E-Grocer, identify the features that you would prioritize to enhance the online shopping experience and ensure customer satisfaction in an e-grocery platform.
29. List out some of the major E-Governance initiatives in Kerala.
30. Select a specific e-governance to improve healthcare in urban areas.

**Part D. Long Answer Questions (6 Marks)**

1. Discuss the types, principles, benefits and limitations of e-business in detail.
2. Explain various e-commerce models such as B2B, B2C, and P2P with suitable examples.
3. Evaluate the differences between e-business and traditional business and their implication
4. Explain the role of internet marketing, e-tailing and e-auctions in business digitalization.
5. Describe the latest technologies in e-business and their role in business transformation.
6. Explain the components of an e-business system and the integration of its functional units
7. Discuss in detail the role of e-payment, e-selling, and e-marketing in digital commerce.
8. Explain the applications of e-ERP, e-SCM, e-CRM, and e-procurement with examples.
9. Discuss the areas where digitalisation is reshaping industries like job market & real estate
10. Evaluate the role of e-banking and digital tools in managing personal finance.
11. Describe the rise of e-shopping and online delivery of digital goods in the global market.
12. Explain e-outsourcing and e-entertainment as emerging trends in digital business.
13. What is e-learning? Explain its role in business training, development, and knowledge sharing.
14. Define e-governance and explain G2G, G2B, and G2C models with examples.
15. Analyze the benefits, risks and implementation challenges of e-governance in India.
16. Describe successful e-governance initiatives in Kerala or any other Indian state
17. Explain the role of ICT in e-governance and service delivery.
18. Discuss the infrastructure and process requirements for initiating digitalisation in business.
19. What are the inclusive measures in e-business? How do they promote digital equity?
20. Analyze the legal, ethical and social dimensions of e-business in the modern economy.