

**MASTER OF BUSINESS ADMINISTRATION
FOURTH SEMESTER (SPECIAL REPEAT)
DIGITAL BUSINESS-II
MBA-402**

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks: 70

[PART-A: Objective]

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. _____ is the process by which an organisation translates its chosen strategy into action plans and activities, which will steer the organisation in the direction set out in the strategy and enable the organisation to achieve its strategic objectives.
 - a. Strategy Formulation
 - b. Strategy implementation
 - c. Strategy Selection
 - d. Strategy Analysis
2. _____ is a type of pre-paid account in which a user can store his/her money for any future online transaction.
 - a. E-Wallet
 - b. Smart Card
 - c. E-Cash
 - d. Credit Card
3. "These fraudulent programs connect to your website and try out thousands of combinations in an attempt to obtain you site's passwords." Which of the following attack is related to this statement?
 - a. Syn Flood Attack
 - b. Email Spoofing
 - c. Brute Force Attacks
 - d. Spamming
4. _____ refers to a set of techniques used to protect the integrity of networks, programs and data from attack, damage or unauthorized access.
 - a. Cyber Security
 - b. Cyber Crime
 - c. Conventional Crime
 - d. Confidentiality
5. _____ is the process of storing inventory, picking and packing products, and shipping online orders to customers.
 - a. Inventory fulfillment
 - b. Order fulfillment
 - c. Both
 - d. None
6. The PEST Analysis was introduced by
 - a. Michael Porter
 - b. C.K. Prahalad
 - c. Francis J. Aguilar
 - d. F.W. Taylor
7. The _____ technique can be used for evaluating the current situation of an organization while implementing ERP.
 - a. Gap Analysis
 - b. Testing
 - c. Process Mapping
 - d. Process Analysis

8. _____ use a botnet to flood the network or server with traffic that appears legitimate, but overwhelms the network's or server's capabilities of processing the traffic.
- Volumetric Attacks
 - Application Attacks
 - UDP Based Attacks
 - None of the above
9. _____ involves observing and analysing how the business works to determine changes that may streamline operation at the business.
- MRP
 - BPR
 - ERP
 - CRM
10. The CIA triad which stands for
- Confidentiality, Integrated, Availability
 - Collaborative, Integrated, Availability
 - Confidentiality, Integrity, and Availability
 - Confidentiality, Integrity, Association
11. Cyber Defamation is which type of cyber crime?
- Cyber Crime against property
 - Cyber Crime against individual
 - Cyber Crime against organization
 - Cyber Crime against society
12. _____ attacks can harm your website or app by generating a large number of requests which eventually can crash the whole system and make it unavailable for the end-user.
- Brute Force Attacks
 - Phishing
 - SQL Injection
 - DOS/DDOS Attacks
13. A _____ is a payment card issued to users to enable the cardholder to pay a merchant for goods and services based on the cardholder's promise to the card issuer to pay them for the amounts plus the other agreed charges.
- Smart card
 - Debit card
 - Credit card
 - E-Wallet
14. Which section is associated with Residuary Penalty in the IT Act 2000?
- Section 44
 - Section 45A
 - Section 44B
 - Section 45
15. The most common use of a _____ is to verify that a user sending a message is who he or she claims to be, and to provide the receiver with the means to encode a reply.
- Digital Certificate
 - Biometric
 - Digital Signature
 - Client Server network
16. _____ involves following a person's movements across the Internet by posting messages (sometimes threatening) on the bulletin boards frequented by the victim, entering the chat-rooms frequented by the victim, constantly bombarding the victim with emails etc.
- Phishing
 - Cyber stalking
 - Cyber Terrorism
 - Spamming

17. _____ is a cybercrime that aims at stealing user's confidential data – login and passwords.
- a. Spamming
 - b. Phishing
 - c. Email Spoofing
 - d. Malware
18. _____ is a digital money product that provides a way to pay for products and services without resorting to paper or coin currency.
- a. E-Wallet
 - b. Smart card
 - c. E-Cash
 - d. Credit card
19. DOS is which type of cyber crime?
- a. Cyber Crime against property
 - b. Cyber Crime against organization
 - c. Cyber Crime against individuals
 - d. Cyber Crime against society
20. Which of the following section deals with 'Compensation for failure to protect data' in the IT Act 2000?
- a. Section 43B
 - b. Section 44
 - c. Section 43A
 - d. Section 45

-- --- -

(PART-B : Descriptive)

Time: 2hrs. 40 mins

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. a. What do you mean by Electronic Payment System? Briefly explain the different types of EPS. 5+5=10
b. What is order fulfillment for E-Commerce? Explain the order fulfillment process in details.
2. a. What do you mean by ERP? Briefly explain about the components of ERP. 5+5=10
b. What do you mean by Business process re-engineering (BPR)? What are the risk and governance issues in ERP?
3. a. Explain any four types of security threats in E-Commerce. 5+5=10
b. Write a short note on Digital Signature explaining its working with the help of a diagram.
4. a. What do mean by external and internal analysis? Briefly explain the PEST Analysis. 5+5=10
b. Explain the four strategies used for achieving competitive advantage and market.
5. a. What do you mean by Client-Server Network (CSN)? How do you secure a CSN? 5+5=10
b. Write a short note on Firewall explaining its types.
6. What are the features of E-Commerce? What do you mean by Denial of Service (DOS) attack? Explain the working of SYN Flood and ICMP Flood attack in details with the help of diagrams. 10
7. a. What are the different types of crimes in context to 'cyber-crime'? 5+5=10
b. Write a short note on Cyber Security explaining the CIA Triad.
8. a. What do you mean by Cyber Law? State the differences between cyber-crime and conventional crime. 5+5=10
b. Mention some notable features along with benefits of the IT Act 2000. Explain briefly about the Residuary penalty.

== *** ==