

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION: MAY- 2024**  
**SEMESTER - VI**

**Sub.: Introduction to E-Business (BBA15-IT-614)**

**Date : 22/05/2024**

**Total Marks : 60**

**Time: 10.00 am to 12.30pm**

- Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

**Q. 1. Choose the most appropriate option. (05)**

1. WWW is -----
 

a) World Wide Web	b) World World Web
c) While While Web	d) Waste Waste Web
  
2. Electronic marketplaces (e-marketplaces) -----
 

a) Are electronic exchanges where firms can register as buyers or sellers and undertake business activities using the internet	b) can be used by firms to acquire inputs, and sell outputs, electronically, thereby saving on search costs and transaction costs
c) Buyers can order via the website	d) All of the above
  
3. The goal of Customer Relationship Management (CRM) is to -----
 

a) manage a company's interactions with current and potential customers	b) manage a company's interactions with no one
c) to hire employees	d) no use of CRM
  
4. Business-to-consumer (B2C) stands for -----
 

a) Business-to-consumer	b) Business-to-call
c) Business-to-constant	d) Business-to-Business
  
5. Which is a programming language ?
 

a) Python	b) English
c) Hindi	d) Similey

**Q. 2. State True / False (05)**

1. Electronic commerce (e-commerce) is the buying and selling, marketing and servicing of products and services in malls.
 

a) True	b) False
---------	----------
  
2. (EDI) stands for Electronic Data Faith.
 

a) True	b) False
---------	----------
  
3. E-marketing, also known as digital marketing or online marketing, refers to the use of digital channels and technologies to promote products, services, or brands to a target audience.
 

a) True	b) False
---------	----------
  
4. Strategic management begins with defining the organization's mission and vision, which articulate its purpose, values, and long-term aspirations.
 

a) True	b) False
---------	----------
  
5. Online advertising platforms such as Google Ads, Facebook Ads, and LinkedIn Ads to target specific audience segments based on demographics, interests, keywords, and online behavior.
 

a) True	b) False
---------	----------

**Q. 3. Write Short notes on (Any Three) (15)**

1. Key issues of E-business technology
2. E-marketplaces
3. The marketing mix
4. Strategic management
5. Customer Relationship Management (CRM)

**Q. 4. Answer in detail (Any Two) (20)**

1. What are the types of e-business models? Explain each in detail
2. What are some key management skills that are essential for effectively running an e-business?
3. What are some simple strategies businesses can use to effectively target online customers
4. Explain the following:
  - (WWW)
  - Information infrastructure
  - Electronic Data Interchange (EDI)
  - Internet marketing
  - External analysis

**Q. 5. Case study (15)**

Founded in 1995 by Richard Tang, Zen Internet has become one of the UK's foremost independent ISPs, renowned for its emphasis on high-quality, dependable internet services coupled with exceptional customer support. The company's commitment to prioritizing customer service has garnered it numerous accolades, including the UK Customer Satisfaction Awards and PC Pro Excellence Awards. Zen Internet distinguishes itself in the competitive ISP landscape by prioritizing quality and reliability in its internet offerings. With a focus on high-speed broadband and fiber optic connections, the company invests in infrastructure and network upgrades to ensure a stable and consistent internet experience for its clientele. Catering to the diverse needs of businesses, Zen Internet provides tailored internet and connectivity solutions such as dedicated leased lines, business broadband, and managed services. Its flexible contracts and customized packages accommodate businesses of all sizes, enhancing its appeal as a preferred partner for corporate clients. Beyond its core operations, Zen Internet demonstrates a strong commitment to sustainability and community engagement. By investing in energy-efficient infrastructure and supporting local community projects, the company has solidified its brand image as a socially responsible organization, further bolstering its reputation and positioning in the UK ISP market.

**Question**

1. How has Zen Internet differentiated itself in the competitive ISP market, and what strategies has it employed to prioritize customer satisfaction?
2. Can you elaborate on Zen Internet's approach to ensuring quality and reliability in its internet services, particularly regarding its investments in infrastructure and network upgrades?
3. In what ways does Zen Internet cater to the diverse needs of businesses, and how does it ensure flexibility and customization in its internet and connectivity solutions? Additionally, how does this approach contribute to its appeal as a preferred partner for corporate clients?