Name. _____	Printed Pages:01
Student Admn. No.: _____	

School of Finance And Commerce
Back Paper Examination Even Semester (Non - Graduating Batches) – June 2024
[Programme: B.Com (H)] [Semester: II] [Batch: 2022-25]

Course Title: Digital Technology in Business	Max Marks: 100
Course Code: E2UC222C	Time: 3 Hrs.

Instructions:	1. All questions are compulsory.
	2. Assume missing data suitably, if any.

		K Level	COs	Marks
SECTION-A (15 Marks)	**5 Marks each**			
1.	Define the term "digital technology" in the context of business.	1	1	5
2.	List the common types of digital technologies used in business operations.	1	2	5
3.	Briefly discuss how digital technologies have transformed traditional business models.	2	2	5
SECTION-B (40 Marks)	**10 Marks each**			
4.	Discuss various digital payment models with methods of e-payments and pros and cons of online transactions.	2	5	10
5.	Evaluate the role of digital platforms in enabling new business opportunities and revenue streams.	4	4	10
6.	Analyze the challenges and risks associated with the adoption of artificial intelligence and machine learning in a financial services organization.	3	4	10
7.	Analyze the various E-commerce models and types of issues in E-business.	4	3	10
SECTION-C (45 Marks)	**15 Marks each**			
8.	Discuss the E-commerce application in transportation as a supply and chain management point of view with its benefits.	4	3	15
9.	Analyze the smart cards, e-money, payment gate ways business model and their pros and cons in digital world.	4	5	15
10	Develop a plan to leverage social media and digital marketing to effectively reach and engage the target audience for a new product launch.	6	5	15