

2026

BUSINESS ADMINISTRATION — HONOURS

Paper : BBAA-605-M8

(Digital Business)

Full Marks : 75

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

1. Answer **any ten** questions :

2×10

- (a) What is meant by ERP?
- (b) Mention the components of E-CRM.
- (c) What is mobile payment?
- (d) What is a business model?
- (e) Define M-Commerce.
- (f) What is meant by a Digital Wallet?
- (g) Expand NPCI and state its main role.
- (h) What is location-based service?
- (i) What is G2C?
- (j) What is DAR?
- (k) What is meant by social networking sites?
- (l) What is DigiLocker?
- (m) What is digital divide?
- (n) What is data breach?
- (o) What is influencer marketing?
- (p) What is UPI?

Group - B

2. Answer **any five** questions :

5×5

- (a) Distinguish between CRM and eCRM.
- (b) Make a comparison between Closed Wallet, Semi-Closed Wallet and Open Wallet.

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(4533)

- (c) Describe different models of e-governance.
- (d) Discuss the role of personalization in e-mail marketing.
- (e) Explain the core components of SEO.
- (f) Distinguish between traditional commerce and E-commerce.
- (g) Discuss the basic concept and features of Digital Signature.
- (h) Briefly explain the working process of PPC Advertising.

Group - C

Answer *any three* questions.

10×3

- 3. Define digital business and discuss its scope, components and importance in detail.
 - 4. Explain the B2B model and its importance in supply chain management.
 - 5. Explain the Unified Payments Interface (UPI) and its key features in India's digital payment ecosystem.
 - 6. Discuss the concept of Electronic Funds Transfer (EFT) and its advantages in modern banking.
 - 7. What is a Payment Gateway? Explain its importance and working process in online transactions.
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