

POKHARA UNIVERSITY

Level: Bachelor

Semester: Fall

Year: 2021

Programme: BBA/BBA-BI

Full Marks: 100

Course: Essentials of e-Business

Pass Marks: 45

Time: 3 hrs.

Candidates are required to answer in their own words as far as practicable. The figures in the margin indicate full marks.

Section "A"

Very Short Answer Questions

Attempt all the questions. [10×2]

1. Define digital signature.
2. How do you define viral marketing?
3. What do you understand by hybrid distribution?
4. Define digital wallet.
5. Describe the role of Gartner's hype cycle in e-business.
6. Define e-contracting.
7. How do you describe disruptive technology in e-business?
8. Define digital divide and its consequences.
9. Differentiate between outsourcing and offshoring.
10. List out the applications of IPSec.

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. As an entrepreneur, present your perspective regarding the e-business and its contribution towards the economic growth in the current pandemic context of Nepal.
12. What is digital marketing? Explain its effectiveness in e-business transaction with the technique used for digital marketing.
13. Explain the characteristics and benefits of E-Payment system. Briefly describe e-cash.
14. Explain e-procurement process. What are the drivers and barriers of e-procurement?
15. Explain the phases to be incorporated in e-business plan development in detail.
16. Explain the electronic software distribution model and its working?
17. What is e-business? Briefly explain various methods for e-business security.

Section "C"
Case Analysis

18. *Read the case situation given below and answer the questions that follow:*
[20]

(Use of Cryptocurrency with a reference to Bitcoin)

Bitcoin is an online cash currency launched in early 2009. Bitcoin was created to be a form of electronic cash that could be sent peer-to-peer without the need for a central bank or other authority to operate and maintain the ledger, much as how physical cash is used. The engine that runs the bitcoin ledger is original and largest blockchain, while other blockchains run several hundred other similar currency projects with different rules.

Bitcoin works by paying miners – those that do the computational legwork of posting new transactions – with newly-minted bitcoins. As long as the currency is desirable, it is self-sustaining. The system automatically adjusts the difficulty of posting transactions and the reward for doing so to control inflation. Bitcoin is attractive to users for several reasons:

- payer-borne transaction costs are low;
- the valuation of the currency has generally been growing strongly since its creation; and
- the system is much less restricted than traditional banking.

As an internet-based currency, bitcoin also observes no international borders, meaning that transfer between territories is no different from any other payment. There are other blockchain projects, such as Ripple, that are looking to capitalize on this for international payments applications in central bank issued fiat currencies.

In Nepal use of cryptocurrency is illegal. Very recently Nepal Rastra Bank (NRB) issued a directive banning all Nepali nationals from buying or investing in cryptocurrencies. This was not a surprise given previous NRB declarations. But the circular went a step further by also forbidding non-nationals living in Nepal from transacting in cryptocurrencies. This was followed by a series of news stories, quite obviously fed to the media by authorities focusing on the use of crypto.

Questions:

- a) How do you assess the attraction towards crypto currency?
- b) How do you assess the use of crypto currency in Nepal even though it is banned now?