

POKHARA UNIVERSITY

Level: Bachelor
Programme: BBA
Course: Essentials of e-Business

Semester: Spring

Year: 2021
Full Marks: 100
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. Differentiate between outsourcing and offshoring.
2. Describe the significance of BOB farm in electronic software destitution model.
3. List out types of e-payment used in e-business.
4. Differentiate between SEM and SEO in digital marketing.
5. What do you mean by the term e-Business?
6. What is a G2G business model?
7. What is customer relationship management software?
8. What do you mean by Database Management Systems? Give an example.
9. What are the negative social consequences of using business technologies?
(Any two)
10. Define the term Hybrid Distribution.

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

1. What is e-business? Explain different types of e-business models with examples.
2. Define IP-security and its significance? How can we ensure security in e-payment?
3. Describe the second-generation marketing tools? Describe viral marketing, its rules and significance.
4. What is a buy side marketplace and how does it differ from a sell side marketplace?
5. Explain Material Planning Systems?
6. What are the differences between electronic signature and digital signature?
7. a) Describe the key elements of e-business plan in short.
b) What is online distribution? List its important components.

Section "C"
Case Analysis

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

Social media marketing in Nepal

In its simplest form, social media marketing is the process of gaining traffic or attention to your business through social media websites. Social media marketing involves activities like posting updates, images, videos, and different content that drives audience engagement. For people who want faster engagement and a bigger target audience, social media marketing offers paid social media advertising too. It is one of the most powerful tools for businesses to reach current and potential customers. Moreover, it simplifies a problem that traditional platforms like traditional print ads and TV commercials were never quick to solve.

Social Media Marketing in Nepal allows connecting with this audience on multiple platforms. It is an effective way to build relationships with leads and customers that lead to greater satisfaction and loyalty over time. This can set it apart from the competition by showing the audience how the brand is different and reinforcing that the business cares about its customers. Engaging, with the audience through valuable, compelling content and conversation, can work to turn happy customers into brand advocates.

Social media marketing in Nepal is growing every day. Your competition is already increasing on social media, so don't let your competitors take your probable customers. The earlier you start, the faster you see the growth in your business. Marketing on social media has the potential to bring rewards for business, creating loyal brand advocates and even driving leads and sales.

With such widespread use, social media marketing in Nepal and across the globe is an irresistible marketing opportunity. If you're not using social media marketing already, you'll either have to learn it now or lose in the long run.

Questions:

[4×5=20]

- a) What is Digital Marketing in your opinion? Write about Social Media Marketing and its benefits.
- b) What are the major problems and challenges related to Social Media Marketing that Nepal is facing?
- c) Who will be more benefited, due to the use of Social Media Marketing system, how?
- d) Name different digital marketing techniques that you know?