



SE – 522

**IV Semester B.B.A. Examination, June/July 2026
(SEP 2024-25)
BUSINESS ADMINISTRATION
BBA 4.2 : Digital Entrepreneurship**

Time : 3 Hours

Max. Marks : 80

Instruction : Answer should be English only.

SECTION – A

1. Answer **any 7** questions. **Each** question carries **2** marks. **(7×2=14)**
- a) What is Digital Entrepreneurship ?
 - b) Expand B2B and B2C.
 - c) Give the meaning of digital marketing.
 - d) Mention any two applications of AI.
 - e) What is meant by a Viral marketing ?
 - f) What is intellectual property ?
 - g) Define startups.
 - h) What do you mean by platform model ?
 - i) Give the meaning of crowd funding.
 - j) What is Gig economy ?

SECTION – B

Answer **any 3** questions. **Each** question carries **8** marks. **(3×8=24)**

- 2. Differentiate between traditional business and digital business.
- 3. Briefly explain the role of payment gateway in digital marketing.
- 4. Explain the components of an effective business plan.

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5. Explain the different types of cyber security risks.
6. Explain the various revenue streams in digital business.

SECTION – C

Answer **any 3** questions. **Each** question carries **14** marks.

(3×14=42)

7. Explain the principles of digital business model.
8. Explain the importance of Artificial Intelligence in Entrepreneurship.
9. Briefly explain the benefits of digital marketing.
10. Explain the role of digital entrepreneurship in digital economy.
11. Evaluate the role of legal compliance in the success of a startups.