

D Y Patil Agriculture & Technical University, Talsande

Year and Program: 2024 MBA-ABM	School of Agri Business Management	Department of Management
Course Code: R0MABM001206	Course Title: E Commerce and Agribusiness	Semester – II
Day and Date: Monday,16/6/2025	End Semester Examination (ESE)	Time: 50 Max Marks: 100

Instructions:

- 1) All questions are compulsory.
- 2) Assume suitable data wherever necessary.
- 3) Figures to the right indicate full marks.

Q.1	Solve Any 2	Marks	Bloom's Level	CO
	A Interpret types of e-commerce platforms.	5	L5	3
	B Analyze challenges in digital payments for agri-business e-commerce.	5	L4	4
	C Determine E-commerce sites and their impact on farming.	5	L3	5
	Solve Any 2			
Q.2	A Outline Challenges and opportunities in e-commerce platform development for agri-business.	10	L5	5
	B Assess digital payment systems for agri-business e-commerce,	10	L4	4
	C Evaluate Role of Data Analytics in Decision-Making for Agri-Business E-commerce.	10	L5	5
Q.3	Case study/Practical Application Based Question (Compulsory)	20		
	Emerging technologies are revolutionizing agri-business e-commerce by enabling precision farming, optimizing supply chains, and enhancing customer experiences. This includes using AI and machine learning for predictive analytics, IoT and sensors for real-time monitoring, and blockchain for traceability and transparency, ultimately leading to increased efficiency, reduced waste, and improved food safety. Examine how these technologies are transforming the agricultural industry, improving efficiency, and increasing profitability for farmers and agribusinesses.			

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Q.1	Solve Any 2	Marks	Bloom's Level	CO
	A Discuss successful e-commerce platforms for agri-businesses.	5	L5	3
	B Analyze challenges in digital payments for agri-business e-commerce.	5	L4	4
	C Explain types of e-commerce platforms.	5	L3	5
	Solve Any 2			
Q.2	A Outline digital payment systems for agri-business e-commerce,	10	L5	5
	B Analyze challenges and opportunities in e-commerce platform development for agri-business.	10	L4	4
	C Assess emerging trends in agri-business e-commerce.	10	L5	5
	Case study/Practical Application Based Question (Compulsory)	20		
Q.3	Data analytics has numerous successful applications in agri-business e-commerce, ranging from optimizing farm operations to enhancing online sales and customer engagement. By leveraging data, farmers and e-commerce businesses can make better decisions, improve efficiency, and ultimately increase profitability. Examine successful applications of data analytics in agri-business e-commerce.			
