## MBA Degree (FT) III Semester End Semester Examination- December, 2022
### 21-371-0328: E- COMMERCE
#### (Regular)

**Time: 3 Hours**                                                     **Max Marks: 50**

**Course Outcomes:** On completion of the course, the student will be able to:-

| | |
|---|---|
| CO1 | Ability to recall the basic concepts and terms related to E-commerce like B2C, B2B, C2C, P2P, M Commerce. Internet protocols, Electronic Payment Technology etc. |
| CO2 | Enable the students to understand comprehensively the concepts delivered at the remembrance level and their relationship to generate insights for designing effective E-commerce solutions. |
| CO3 | Develop application skills in understanding e-commerce technology tools and solutions in different e-commerce domains. |
| CO4 | Impart skills to analyse the real-life ecommerce and development, planning and implementation issues encountered by managers, studying cases and application Exercises. |
| CO5 | Make the students capable to evaluate the impact of their decisions made in the context of implementation issues related to ecommerce strategic thinking and action. |
| CO6 | Encourage creativity and breakthrough thinking for generating innovative ideas in the domain of evolving e-commerce technology options and other technology infrastructure development platforms. |

**BL – Bloom's Taxonomy:**(L1- Remember, L2 - Understand, L3 – Apply, L4-Analyse, L5-Evaluate, L6-Create)

### PART A
(*Answer ALL questions. Each question carries 2 marks*)

| Q No. | Questions | Marks | BL | CO |
|---|---|---|---|---|
| 1 | List down the different types of B2C models with example. | 2 | 2 | 2 |
| 2 | Differentiate webserver, web client, web browser and a search engine. | 2 | 2 | 2 |
| 3 | Explain SEO. | 2 | 2 | 2 |
| 4 | Describe data mining? | 2 | 1 | 1 |
| 5 | Classify different types of E- wallets? | 2 | 1 | 1 |

**(5X2=10 marks)**

## PART B
### (*Answer ANY FIVE Questions. Each question carries 4 marks*)

| Q No. | Questions | Marks | BL | CO |
|---|---|---|---|---|
| 6 | "Ads based on behaviour performs significantly better than ads based on contents". Substantiate. | 4 | 3 | 3 |
| 7 | Retail e-commerce continues to grow worldwide, with a global growth rate of over 20%, and even higher in emerging markets such as China, India, and Brazil. In this context discuss the major trends in e-commerce business and technology. | 4 | 4 | 4 |
| 8 | Imagine that you are the owner of an e-commerce website. List down some of the signs that your site has been hacked? Analyse the major types of attacks you could expect to experience and the resulting damage to your site and ways in which you can protect such attacks. | 4 | 4 | 4 |
| 9 | XY.com has done a paid Instagram promotion for their recently started online clothing business. How can they analyse the effectiveness of online marketing using online metrics. | 4 | 4 | 4 |
| 10 | "The backbone of any e-commerce business is an efficient payment system". Write different payment types that are popular for online business in this context. | 4 | 3 | 3 |
| 11 | Examine the first legislation on technology "The IT ACT, 2000". | 4 | 3 | 3 |
| 12 | Outline the composition of B2C e-commerce logistics system. | 4 | 4 | 4 |

**(5X4=20 marks)**

## PART C
### (*Answer ANY TWO questions. Each question carries 10 marks*)

| Q No. | Questions | Marks | BL | CO |
|---|---|---|---|---|
| 13 | With the abundance of platforms, programmes, and devices at your disposal, reaching and engaging with consumers has never been an easy task for e-commerce business. Additionally, 90% of e-commerce firms fail within the first 120 days, according to Small Business Trends. In this scenario, explain different marketing strategies that can be adopted by a B2C business. | 10 | 5 | 5 |
| 14 | Select any e-commerce B2B company and evaluate its business model based on its customer value proposition, revenue, competitors, comparative advantages you believe the company possesses, and its market strategy. | 10 | 5 | 5 |
| 15 | You are assigned with the task of creating a new shopping platform for the footwear business. Design the following:<br>• Purchase of domain<br>• Integration of platform<br>• Integration of payment<br>• Integration of logistics | 10 | 6 | 6 |

**(2x10=20 marks)**