MBA Degree (FT) III Semester University End Semester Examination- November, 2023

21.371-0328: E-COMMERCE

(Regular and Supplementary)

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 ecommerce 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. Nos.	Questions	Marks	BL	CO
1	Differentiate between horizontal and vertical players in E-commerce.	2	2	2
2	Who is an Internet Service Providers and state their responsibilities.	2	1	2
3	Classify different types of E- wallets.	2	1	1
4	List down the different types of web banner advertising.	2	2	2
5	Describe the role of an online intermediary with example.	2	1	1

(5X2=10 marks)

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

Q. Nos.	Questions	Marks	BL	CO
6	You work as a procurement manager at an electronics retail outlet that wants to start procuring raw materials online through a B2B e-commerce marketplace. Briefly outline the core procurement process for buying items through a B2B e-commerce marketplace.	4	4	4

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7	In the context of e-commerce technology, explain the key components and technologies that facilitate the functioning of an e-commerce platform.	4	4	3
8	Being the operations manager of an e-commerce fulfillment center that is experiencing increased demand, write the specific strategies and operational steps you would implement to ensure the efficient functioning of the fulfillment center.	4	5	4
9	Illustrate the concept of influencer marketing in the context of e-commerce citing examples of successful influencer marketing campaigns within the e-commerce industry.	4	5	4
10	Describe the key ethical issues that e-commerce companies should consider when doing business online.	4	4	4
11	Assess how company can align its data protection and privacy with IT Act, 2000.	4	3	3
12	Are newer developments in technology disrupting traditional e-commerce? Justify.	4	4	3

(5X4=20 marks)

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

Q. Nos.	Questions	Marks	BL	CO
13	Elegance Hub, a clothing store has successfully transitioned into the e-commerce domain using Shopify as its platform for online retail. The company now aims to efficiently add its diverse range of products to the Shopify platform. Formulate the key considerations and prepare a plan for adding products to the platform.	10	6	6
14	You are assigned with the task of managing shopify platform for a company selling shoes. The company currently accepts PayPal for payments but wants to expand to other payment methods. Recommend the payment methods to be integrated with the platform and describe the integration process.	10	5	5
15	Imagine you are assigned with the task of developing a business plan for a new e-commerce venture of your choice. Develop a comprehensive business plan for its operation and sustainability.	10	6	6

(2x10=20 marks)

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