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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

SET B

MID TERM EXAMINATION

Even Semester: 2018-19

Course Code: MGT405

Course Name: E-Business Management

Programme & Sem: MBA & IV Sem

Date: 19 February 2019

Time: 2 Hours

Max Marks: 40

Weightage: 20%

Instructions:

- (i) *Avoid false numbering*
- (ii) *Elucidate your answers with suitable illustrations where needed*

Part A

Answer **both** the Questions. **Each** question carries **Five** marks. (2Qx5M=10)

1. Depict with the diagram the three variables of eBusiness.
2. Name the six revenue options of eBusiness Operations.

Part B

Answer **all** the Questions. **Each** question carries **Five** marks. (4Qx5M=20)

3. According to the HBR Article "Transformative Business Model":
 - Discuss on the Five Keys of Success?
4. According to the HBR Article "Knowing a Winning Business Idea":
 - How one should determine which business ideas have real commercial potential?
5. According to the HBR Article "Disrupt or Be Disrupted":
 - List out the Ten ways of leading a company in Digital Economy?
6. According to the HBR Article "Big Data":
 - Illustrate on the Five Challenges that Companies must do to reap full benefits of Big-Data?

Part C

Answer the Question. Question carries **Ten** marks. (1Qx10M=10)

Special Instructions: Part C Question is an application question. Your answer must be based on the analysis of the specified situation.

7. Eazypic.com, a startup, wants to launch an online business in supplying grocery products for the residents of Bangalore City.

Draw the Business Model Canvas Diagram for Eazypic.Com (10 Marks)



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**PRESIDENCY UNIVERSITY
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SCHOOL OF MANAGEMENT

SET A

MID TERM EXAMINATION

Even Semester: 2018-19

Date: 19 February 2019

Course Code: MGT405

Time: 2 Hours

Course Name: E-Business Management

Max Marks: 40

Programme & Sem: MBA & IV Sem

Weightage: 20%

Instructions:

- (i) *Avoid false numbering*
- (ii) *Elucidate your answers with suitable illustrations where needed*

Part A

Answer **both** the Questions. **Each** question carries **Five** marks. (2Qx5M=10)

1. Name any 5 of 8 Cs of eBusiness Management?
2. Name any 5 of 6 Revenue Options of eBusiness Operations.

Part B

Answer **all** the Questions. **Each** question carries **Five** marks. (4Qx5M=20)

3. According to the HBR Article "Disrupt or Be Disrupted":
 - What are the Ten ways of leading a company in Digital Economy?
4. According to the HBR Article "Big Data":
 - Name the Five Challenges that Companies must do to reap full benefits of Big-Data?
5. According to the HBR Article "Transformative Business Model":
 - Name at least Five of the Six Keys of Success?
6. According to the HBR Article "Knowing a Winning Business Idea":
 - How one should determine which business ideas have real commercial potential?

Part C

Answer the Question. Question carries **Ten** marks. (1Qx10M=10)

Special Instructions: Part C Question is an application question. Your answer must be based on the analysis of the specified situation.

7. FirmFresh.com, a Startup, wants to launch an online business in supplying Fresh Fruits, Vegetables, Fish, Meat and Poultry products for the residents of Bangalore City
Draw the Business Model Canvas Diagram for FirmFresh.Com (10 Marks)



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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

Even Semester: 2018-19

Course Code: MGT405

Course Name: E-Business Management

Programme & Sem: MBA & IV Sem

Date: 18 March 2019

Time: 3 Hours

Max Marks: 80

Weightage: 40%

Instructions:

- (i) ***Avoid false numbering***
- (ii) ***Be precise and to the point***

Part A

Answer **both** the Questions. **Each** question carries **five** marks. (2Qx5M=10)

1. Draw the eCommerce and eBusiness concept diagram.
2. Name any 5 of 6 Cs of customers' value creation.

Part B

Answer **all** the Questions. **Each** question carries **ten** marks. (4Qx10M=40)

3. According to the HBR Article "Disrupt or Be Disrupted":
 - a. What are the 10 ways of leading a company in digital economy? (Only Bullet Points)
4. According to the Ivey Case "Flifcart.Com":
 - a. State 5 salient points of the Indian E-Commerce industry? (Only Bullet Points).
 - b. State 5 key factors of Flipkart's growth story. (Only Bullet Points)
5. According to the HBR Article "Transformative Business Model" and :Case "Uber: Changing the Way World Moves":
 - a. Name the 5 key features of Uber's business model? (Only Bullet Points)
 - b. Will Uber be able to outperform its competitors like 'Ola'? If yes how, if not why not?
6. According to the Haas Case "Disruption in Detroit: Ford, Silicon Valley, and Beyond":
 - a. In what ways are consumer preferences changing in Ford's market segment and geography? (Only Bullet Points)
 - b. Which innovations in automotive industry could be potentially lethal for established automakers? (Only Bullet Points)

Part C

Answer the Question. Question carries **ten** marks.

(10+20=30M)

Special Instructions: Part C Question is an application question. Draw diagram wherever necessary. Articulate the salient points of the specified situation. No illustration is required.

7. Assume that you have been appointed as 'eBusiness Consultant' of HeadSpin.com, a management consulting company of India. You have been asked by a client UrbanLadder.com, a Startup, an Online Seller of Ready Made Furniture for the residents of Metro-Cities of India.
 - a. Draw the business process view diagram of UrbanLadder.com (10 Marks)
 - b. Develop the business model canvas for UrbanLadder.Com (20 Marks)