|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Roll No |  |  |  |  |  |  |  |  |  |  |  |  |

****

**Presidency University**

**Bengaluru**

**School of Management**

**Summer-Term Examination - August 2024**

**Date**: 06.08.2024

**Time**: 9:30AM-12:30PM

**Max Marks**: 100

**Weightage**: 50%

**Semester**: II

**Course Code**: MBA4055

**Course Name**: ebusiness Models

**Department:** SOM

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any information on the question paper other than roll number.*
3. *Question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. What are the myths associated with E-business?
2. List the various entities in e-business.
3. List the various Technologies used in E-business.
4. What is the current trend of Ecommerce in India.
5. List the barriers while preparing e-Business Strategy.
6. Define email marketings and its impact on business.
7. Define benefits and limitations of e-business.
8. Explain the essential things that e-business websites should have?
9. Trace out the growth of e-Business in India over the recent years.
10. Explain any 2 e-business revenue models used b e-business firm.
11. Explain the role of virtual communities in e-business organizations.
12. Explain the term 1CT.

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

1. Explain the different models of E-Business in detail with example.
2. What do you understand by Mobile Commerce? Describe about M-Commerce models.
3. Explain in detail Michael Porter’s Model in Value Proposition.
4. How do we identify GAPs. What is GAP Modl Model of Service Quality.
5. List the various steps of eBusiness Implementation in a Company.
6. Wha is Layer Technology Architecture of eBusiness.

**PART C**

**Answer the following Questions. (2Qx 15M= 30)**

1. XYZ’s is known for its underwear clothing, but it also sells T-shirts, Sweat Shirts and Boxers. Unlike the underwear business in which the company sells product directly to large retailers such as wall-mart, the active wear division, which manufactures blank T-shirts, uses several dozen distributors. These sells their shirts to about 30,000 screen printers embroiders who decorate the shirts and sells them to public and for retailers who then market them to customers. The market is very competitive and complex. The distributors sell other product as well and also T-shirts made by XYZ’s competitors. Therefore the relationship between active wear and its distributors are critical.

To boost these relationships. XYZ decided to develop and maintain an individual web customer site for each of their 40 key distributors on an extranet. Each site includes colour electronic catalogue, inventory level information, buyers credit a availability and ordering from both the shirts printers and retailers enter the distributors site to facilitated their own back office operation of inventory and billing. The distributors are allowed to advertise and sell other vendor product on the website. These ways XYZ commits itself to a supporting system that benefits all the channel members in a link that start with its own sites. 3 BS2133 XYZ hopes to gain favour with distributors, many of whom do not have time or money to built there website.

The system also includes models that automatically that suggest XYZ’s substitute product for products not in stock. Even though building and maintenance 40 sites incur a cost, XYZ believes that the investment pays for itself XYZ’s uses its experience to generate profit by setting up website for other companies.

Answer the following:

1. State the significance of this case study.
2. Is the E-commerce System bringing XYZ closer to its customer? Why and why not?
3. Amazon India with over 16 cr products to choose from, GST invoice for inputs tax credit and bulk discounts, Amazon Business is the one stop purchasing solve for all businesses in India. earn how to make the most of your Amazon Business account. Take an Amazon B2B and b2c Service lines.
   1. Identify and list the Strategy for value creation, delivery, and capturing Businesses with best practices.