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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 10 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM-UG | **Program:** BBE | |
| **Course Code:** BBE3001 | **Course Name:** E-Business Applications | |
| **Semester**: V | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **20** | **35** | **45** | **-** | **-** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2M = 20M)** | **Bloom's Level** | **CO** |

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| **1** | List any two advantages of E-Business. | **2 Marks** | **Remember** | **CO1** |
| **2** | How the Internet is helpful for E-Business. | **2 Marks** | **Remember** | **CO1** |
| **3** | What is an E-Marketplace? | **2 Marks** | **Remember** | **CO1** |
| **4** | Explain any one type of E-Business model. | **2 Marks** | **Remember** | **CO1** |
| **5** | Name one E-Payment method. | **2 Marks** | **Remember** | **CO1** |
| **6** | How does organizational culture influence E-Business? | **2 Marks** | **Remember** | **CO1** |
| **7** | List any one key challenge in formulating an E-Business strategy? | **2 Marks** | **Remember** | **CO1** |
| **8** | What is E-HRM? | **2 Marks** | **Remember** | **CO1** |
| **9** | How does E-C ommerce differs from E-Business? | **2 Marks** | **Understand** | **CO1** |
| **10** | Describe Electronic Data Interchange (EDI). | **2 Marks** | **Remember** | **CO1** |

**Part B**

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| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)** | | | **Bloom's Level** | **CO** |
| **11** | List and describe various types of E-Commerce Models. | **7 Marks** | **Remember** | **CO2** |
|  | **Or** | | | |
| **12** | Explain any three types of E-Business Applications. | **7 Marks** | **Remember** | **CO2** |

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| **13** | Describe the key features of the B2B and B2C E-Commerce models. | **7 Marks** | **Understand** | **CO2** |
|  | **Or** | | | |
| **14** | What is the scope of E-Marketing, and how does it differ from traditional marketing? | **7 Marks** | **Understand** | **CO2** |

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| **15** | Explain the role of ERP in E-Business and its benefits for organizations. | **7 Marks** | **Understand** | **CO2** |
|  | **Or** | | | |
| **16** | What is Supply Chain Management (SCM) in E-Business, and how does it improve business operations? | **7 Marks** | **Understand** | **CO2** |

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| **17** | Illustrate the role of competitive strategies in E-Business success. | **7 Marks** | **Understand** | **CO2** |
|  | **Or** | | | |
| **18** | What is the importance of organizational learning in E-Business? | **7 Marks** | **Understand** | **CO2** |

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| **19** | Explain the role of ERP in E-Business and its benefits for organizations. | **7 Marks** | **Understand** | **CO2** |
|  | **Or** | | | |
| **20** | List the key issues in E-Marketing, and how do they affect online businesses? | **7 Marks** | **Understand** | **CO2** |

**Part C**

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| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15M = 45M)** | **Bloom's Level** | **CO** |

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| **21** | ElectroMart, a small electronics retailer, launched an online platform to expand its reach but faced significant challenges, including technical expertise gaps, a cybersecurity breach, logistical delays, stiff competition, and payment gateway failures. To overcome these, the company outsourced IT and logistics, strengthened cybersecurity, improved its payment system, and adopted niche marketing strategies. Despite initial setbacks, ElectroMart successfully built a growing online presence, highlighting the need for strategic planning and adaptability in e-business.  **Questions:**   1. What were the key challenges faced by ElectroMart in transitioning to e-business, and how did these challenges impact on its operations? 2. What strategies did ElectroMart implement to address the challenges of e-business, and how effective were these solutions in ensuring its success? | **15 Marks** | **Apply** | **CO3** |
| **22** | A manufacturing firm adopted a B2B E-Commerce platform to streamline supplier relationships. By automating procurement processes and integrating inventory systems, the company reduced costs and improved efficiency. Challenges included the initial setup and training costs, but the long-term benefits of operational efficiency and enhanced supplier collaboration outweighed the difficulties.  **Questions:**   * + - 1. What were the primary benefits achieved by the manufacturing firm after adopting the B2B E-Commerce platform?       2. What challenges did the firm face during the implementation of the B2B E-Commerce platform, and how were these outweighed by the long-term benefits? | **15 Marks** | **Apply** | **CO3** |
| **23** | An online retailer developed a competitive strategy by combining cost leadership with product differentiation. Internal analysis revealed efficient operations, while external analysis highlighted rising competition. The company used these insights to optimize logistics, enhance customer experience, and implement dynamic pricing. Challenges included maintaining service quality during rapid expansion, but effective organizational control and evaluation ensured sustained growth.  Questions:   1. How did the combination of cost leadership and product differentiation contribute to the online retailer's competitive strategy? 2. What challenges did the company face during its rapid expansion, and how did organizational control and evaluation help address these challenges? | **15 Marks** | **Apply** | **CO3** |
| **24** | A fashion brand leveraged social media, email marketing, and targeted ads to increase its online presence. Personalized offers and one-to-one marketing significantly boosted customer engagement. Despite concerns about data privacy and stiff competition, the brand's focus on analytics and branding enabled it to achieve substantial growth.  Questions:   1. How did the fashion brand use social media, email marketing, and targeted ads to enhance customer engagement and online presence? 2. What role did analytics and branding play in overcoming challenges like data privacy concerns and competition to achieve growth for the fashion brand? | **15 Marks** | **Apply** | **CO3** |