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# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956  
Approved by AICTE, New Delhi | Approved By BCI  
Bengaluru

## Even Semester Mid Term, March 2026

**Date: 10/03/2026**

**Time: 09:30 AM - 11:00 AM**

**Course Code: MBA3144**

**Course Name: E-Commerce**

**Semester: Fourth Semester**

**Max. Marks: 50**

**Weightage: 50%**

CO - Levels	CO1	CO2
Marks	35	35

### Part A: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
1	Explain the meaning of E-Commerce in the context of modern business.	3	CO1	BT2
2	Describe the scope of E-Commerce in today's digital environment.	3	CO1	BT2
3	Explain the concept of an Electronic Market.	3	CO1	BT2
4	Describe Electronic Data Interchange (EDI) and its role in E-Commerce.	3	CO1	BT2
5	Explain the role of Internet Commerce in supporting online business activities.	3	CO1	BT2

### Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	A traditional retail store has recently started selling its products through a website, allowing customers to place orders and make digital payments. Explain the role of business activity in representing E-Commerce and identify its scope.	10	CO1	BT2
7	A manufacturing company exchanges invoices, purchase orders, and shipping details electronically with its suppliers without using paper documents. Describe the role of Electronic Data Interchange (EDI) in this	10	CO1	BT2

business process.

**Part C: Answer Any 1 Following Questions. 10 M**

<b>Qn.No</b>	<b>Questions</b>	<b>M</b>	<b>CO</b>	<b>BT</b>
8	An online clothing store operates 24/7 and allows customers to browse products, compare prices, and place orders from their homes. Apply the concept of e-retailing and its impact on the business to improve customer convenience.	10	CO2	BT3
9	A small handicraft seller uses an e-retailing platform to sell products to customers across different cities without opening physical stores. Show how the benefits of e-retailing can be applied to expand the seller's market reach and reduce operating costs.	10	CO2	BT3

**Part D: Answer Following Questions. 15 M**

<b>Qn.No</b>	<b>Questions</b>	<b>M</b>	<b>CO</b>	<b>BT</b>
10	<p>A city-based online grocery retailer provides home delivery services through its mobile app and website. Customers can browse products, compare prices, choose delivery slots, and make digital payments. The retailer uses customer data to suggest frequently purchased items and offers discounts during festivals to increase sales.</p> <p>a. Apply the concept of e-retailing services to explain how this platform improves customer preference. (8M)</p> <p>b. Illustrate the use of technology-enabled services by the retailer to enhance customer satisfaction. (7M)</p>	15	CO2	BT3