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**PRESIDENCY
UNIVERSITY**
BENGALURU

SCHOOL OF MANAGEMENT

Mid - Term Examinations – JANUARY-FEBRUARY 2025

Semester: III	Date: 08-02-2025
Course Code: MBA 4055	Time: 10:00 am – 11:30 am
Course Name: E Business Models	Max Marks: 50
Program: MBA	Weightage: 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 3marks.				3Mx5Q=15M	
1	What are the various components of electronic commerce applications?	3 Marks	L1	CO1	
2	Differentiate E Commerce, E Business and E Payment with an example.	3 Marks	L2	CO2	
3	What is the importance of JIT delivery in B2B E-commerce?	3 Marks	L1	CO1	
4	What are the characteristics of internet-based EDI?	3 Marks	L	CO1	
5	Discuss B2B2C and C2B2C model giving examples.	3 Marks	L	CO1	

Part B

Answer ALL the Questions. Each question carries 10 marks.				10Mx2Q=20M	
6	Identify and describe the unique features of e-commerce technology and discuss their business significance.	10 Marks	L2	CO2	
or					
7	Schindler Group, a multinational elevator and escalator company founded in 1874, is a legacy company that incorporated e-business by using IoT and other technologies to add internet and mobility services to its product offerings. Discuss systems view of process chain of goods and services delivery models.	10 Marks	L2	CO2	

8	E-business has drastically changed how enterprises, government agencies, nonprofit organizations and other institutions operate, allowing them to increase productivity, lower costs, move more quickly toward digital transformation and upgrade processes. Discuss the parameters that impact the e business management ?	10 Marks	L3	C03
or				
9	Explain architectural models of B2B E-commerce. What are the key technologies for B2B E-commerce?	10 Marks	L2	C03

Part C

Answer the Question. Question carries 15 marks.		15Mx1Q=15M		
10	<p>A. The Heritage Foods Limited was founded by Mr. Nara Chandrababu Naidu in the year 1992, which is one of the fastest growing Public Listed Companies in India, with two business divisions - Dairy and Renewable Energy. The annual turnover of Heritage Foods stood at INR 26,429 million in the financial year 2021-22.</p> <p>Currently, Heritage's milk and milk products have a market presence in Andhra Pradesh, Telangana, Karnataka, Kerala, Tamil Nadu, Maharashtra, Odisha, NCR Delhi, Haryana, Rajasthan, and Uttara hand & Uttar Pradesh.</p> <p>Heritage Dairy</p> <p>We are one of the Leading Private Dairy Players in India with a Chilling Capacity of 1.95 million litres per day, Processing Capacity of 2.57 million litres per day and Packaging Capacity of 1.71 million litres per day. By deeply committing ourselves to innovation and to providing authentic, high-quality milk products, we have grown multi fold to occupy a sizeable share in India's Dairy Market.</p> <p>Explain the different E business Model adapted by Heritage in achieving the objectives by adding value to its stake holders.</p>	15 Marks	L3	C03