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**PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT**

Max Marks: 100

Max Time: 180 Mins

Weightage: 40%

ENDTERM FINAL EXAMINATION

I Semester AY 2017-18

Course: MGT 301 E-BUSINESS

18 DEC 2017

Part A

[4 Q x 5 M= 20 Marks]

1. Draw the MAP-STEPS: Framework for Formulation and Governance of Business in Digital Economy?
2. Draw the Product Fitness Analysis of eBusiness.
3. Draw the Technology Architecture of eBusiness.
4. Name any 5 Revenue Options of eBusiness.

Part B

[4 Q x 10 = 40 Marks]

5. According to the Ivey Case “PAYTM: Targeting More Pockets for its Mobile Wallet”:
 - a. Who are the major Competitors of PAYTM?
 - b. If we compare PAYTM and M-Paisa of Vodafone: What are the advantages of M-Paisa in comparison to PAYTM?
6. According to the HBR Case “eBay, Inc”:
 - a. What are the keys of eBay’s Success?
 - b. What are the significant difference between eBay’s business model and that of Amazon.com?
7. According to the HBR Case “Uber: Changing the Way World Moves”:
 - a. How Uber has changed the Taxi Service Operations?
 - b. Will Uber be able to outperform its Local Competitors? If yes how, if not why not?
8. 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?
 - b. Which innovations in automotive industry could be potentially lethal for established automakers?

Part C

Special Instructions: Part C Questions are application questions. Use the MAP – STEPS Analytic framework for KhanaKhajan.com and FirmFresh.com to figure out market potential of the proposed business and recommend befitting execution strategies. Be critical, logical and precise in your answer.

[2 Q x 20 M= 40 Marks]

9. Assume that you have been appointed as ‘eBusiness Consultant’ of Mindtree.com, a management consulting company of India. You have been asked by a client ‘KhanaKhajana.com’, a Startup, wants to launch his business in supplying mid-day lunch and dinner for the IT workers of Whitefield area of Bangalore.
 - a. Conduct MAP-STEPS Analysis of KhanaKhajana.com to figure out market potential of the proposed business and recommend appropriate execution strategies.
10. Assume that you have been appointed as ‘eBusiness Consultant’ of Earnest and Young (EY). You have been asked by a client ‘FirmFresh.com’, a Startup, wants to launch his business in supplying fresh Fruits, Vegetables, Fish, Meat and Poultry products for the residents of Bangalore City:
 - a. Conduct Market Potentiality Analysis of FirmFresh.com and develop suitable execution strategies for outperforming the competitors of FirmFresh.com.



**PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT**

Max Marks: 60

Max Time: 120 Mins

Weightage: 20%

2016 MBA III Semester

MID-TERM EXAMINATION

I Semester AY 2017-2018

Course: MGT 301 E-Business

06 Oct' 2017

Part A

(5 Q x 2 M= 10 Marks)

1. What is eBusiness Management?
2. What is the difference between M-Commerce and eCommerce?
3. Name the 4 Key Challenges of eBusiness?
4. Name any 4 of 8 Cs of eBusiness Management?
5. Name any 4 of 6 Revenue Options of eBusiness Operations.

Special Instructions: Part B Questions are direct from the referred article.

Your answer must reveal: what has been mentioned in the Article. Be specific and precise in your answer.

Part B

Answer Any Six of the Following Seven Questions:

(6 Q x 5 M= 30 Marks)

6. According to the HBR Article "Disrupt or Be Disrupted":
 - a. What are the ten ways of leading a company in Digital Economy?
7. According to the HBR Article "Disrupt or Be Disrupted":
 - a. What are the five steps CEOs should follow to protect their assets and grow their values?
8. According to the MIT Article "Optimizing Your Business Model":
 - a. What are the three Key Components of Digital Business Model?
 - b. What is Apple's Digital Source of Competitive advantage?
9. According to the HBR Article "Big-Bang Disruption":
 - a. What are three key features of Big-Bang Disruption?
 - b. What surviving actions one can take against "Big-Bang Disruptions"?
10. According to the HBR Article "Big Data":
 - a. What are five Challenges without which Companies won't reap full benefits of Big-Data?
11. According to the HBR Article "Transformative Business Model":

- a. What are the Six Keys of Success?
- 12. According to the HBR Article “Knowing a Winning Business Idea”:
 - a. How one should determine which business ideas have real commercial potential?

Part C

Special Instructions: Part C Questions are thought provoking questions of the referred Case.
Your answer must be based on the analysis of the specified E Business situation of the Case. Be critical and logical in your answer.

Answer the Following Two Questions:

(2 Q x 10 M= 20 Marks)

- 13. Assume that you have been appointed as ‘Business Analyst’ of Amazon.com India. You have been asked by the General Manager India Operation (GM) to answer the followings:
 - a. What are critical success factors of Amazon.com India operations?
 - b. What Amazon.com should do to become number one eRetailer of India?
- 14. Assume that you have been appointed as ‘Business Analyst’ of Flipkart.com. You have been asked by the General Manager Operation (GM) to do the followings:
 - a. Identify the potential threats of Flipkart.com.
 - b. What Flipkart should do to outperform Amazon.com and why?

*** Good Luck ***