



| | |
|-----------------|--|
| ROLL NO. | |
|-----------------|--|

**PRESIDENCY UNIVERSITY, BENGALURU
RESEARCH PROGRAMME**

Max Marks: 100

Max Time: 180 Mins

Weightage: 40%

ENDTERM FINAL EXAMINATION

I Semester AY 2017-18

Course: MGT 803 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.