

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester V - 2021

Course Code : BBE3001

Course Name : E Business Application

Program : BBA

Date : 11-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

5 X 2M = 10M

1. In E- business context, how would you use EDI to automate order processing?
(CO1) [Knowledge]
2. Explain the role of data analytics in optimizing online customer targeting and segmentation.
(CO2) [Knowledge]
3. Describe an innovative e-business model that leverages emerging technologies for a specific industry.
(CO3) [Knowledge]
4. Compare the primary differences between B2B (Business-to-Business) and B2C (Business-to-Consumer) e-business models.
(CO4) [Knowledge]
5. Describe the different elements that constitute the marketing mix.
(CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. How would you evaluate and discriminate between the primary attributes that distinguish an e-business website from a traditional business storefront.
(CO1) [Comprehension]
7. Interpret and analyze the integration challenges, E-businesses may face when implementing EDI systems.
(CO2) [Comprehension]

8. Explain how the E-commerce Sales Life Cycle aligns with the typical customer journey in an online environment.
(CO3) [Comprehension]
9. Devise a strategy for integrating e-technologies into an existing organization to transition it into an e-organization.
(CO4) [Comprehension]
10. Apply SWOT analysis to evaluate the internal and external factors influencing the strategic position of an e-business.
(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. XYZ Corp, a global manufacturing company, recognized the need to embrace digital transformation to enhance its business processes. The company aimed to leverage E-Business, the Internet, Extranet and Intranet technologies to streamline operations, improve communication, and stay competitive in the market.
Q. Discover a strategy for remaining agile and adapting to changing technology in order to preserve market competitiveness.
Q. In what ways did Intranet workflow automation streamline internal operations, and were there any significant efficiency gains?
(CO4) [Application]
12. An online retailer with a focus on consumer electronics and gadgets is called ZZZ Electronics. They made the decision to launch a premium smart watch as their new product, and they worked to create a marketing strategy that would maximize sales and the product's impact.
Q. Use the AIDA approach to introduce a new product and boost sales dramatically.
(CO5) [Application]