PRESIDENCY UNIVERSITY
BENGALURU

SET B

SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024

Semester : Semester III - 2022   **Date :** 1Ì -JAN-2024
Course Code : MBA4055   **Time :** 10:00AM - 1:00 PM
Course Name : E Commerce Business Models   **Max Marks :** 100
Program : MBA   **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   **10Q X 3M = 30M**

1.
   E-commerce Business model is driving current business , Explain the importance of internet commerce.

                                                      (CO1,CO2) [Knowledge]

2. Discuss the latest Trends in E-Commerce Business Models

                                                      (CO3,CO2) [Knowledge]

3. List a few reasons for failure of e-commerce companies like Yahoo,Ariba,Boo.com,NetBank ?
                                                      (CO4,CO2) [Knowledge]

4. Define facets of Implementation and Integrated E -Commerce Business Plan?
                                                      (CO5,CO3) [Knowledge]

5. What are the four phases of MAP-STEPS Model?

                                                      (CO3,CO1) [Knowledge]

6. List the six steps of E-Business Implementation for an e-commerce startup or Unicorn
                                                      (CO3,CO2) [Knowledge]

7. List 6 C's of Customer Value Creation with reference to E Commerce Business.

                                                      (CO2,CO3) [Knowledge]

8. What Are Uniqueness in the operations of E-Commerce Companies like Nykaa, Meesho, and eKart?

                                                      (CO4,CO3) [Knowledge]

9. What is the relationship between e-commerce, e-marketing and e-business

                                                      (CO1,CO3) [Knowledge]

10. The Future of Retail- E-commerce refers to the buying and selling of goods and services online. With the rise of e-commerce platforms like Amazon, eBay, and Shopify, more and more businesses are shifting their focus to online sales. Explain the benefits offered by E Commerce to businessess ?

(CO4,CO3) [Knowledge]

PART B

ANSWER ALL THE QUESTION   **6Q X 7Q = 42M**

11. Compare between a Traditional Commerce Company like -a mall, a small shop, a farmer's market, to E-Commerce Company

(CO3,CO2) [Comprehension]

12. E-commerce business is a popular business as it brings more return than their investment. Nowadays entrepreneurs are investing more in ecommerce business. said Jack Ma former chairman of Alibaba group. Explain with a diagram, the source of revenue for E-COMMERCE Business models concerning the Application Service Provider.

(CO1,CO2) [Comprehension]

13. Success of eBusiness at Walmart ,depends on a cumulative improvement in the performance ,Business objectives and Goals. Explain the Sandcone Model of eBusiness leveraged by Walmart to remain on top(Draw the diagram).

(CO3,CO1) [Comprehension]

14. Businesses and organizations are created to offer professional goods and services to consumers or commercial clients. The purposes or functions of a company and its many departments may vary depending on its goals. Understanding different business functions and how they work helps help your company grow. Explain the concept of integrated e-commerce and e-business functions model to grow business with a diagram ?

(CO2,CO3) [Comprehension]

15. Y2Y Growth Rate of Indian Smart Phone = 25%, which is Driving the growth of e-commerce and improvement of Logistics. If not E-Commerce infrastructure, mention at least the key barriers to implementing e-business management .

(CO4,CO3) [Comprehension]

16. IKEA,HUL,ITC and may others have developed a successful E- Business Models! Discuss, how businesses can use their online presence to boost their marketing efforts and drive sales.

(CO4,CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   **2Q X 14M = 28M**

17. Based on your Project Report for your identified company, Develop a strategy for Value creation as a Business Development Manager . Explain in detail the Company, Industrial, and E-Commerce types ,Business Model canvas and Digital strategy.

(CO5,CO4) [Application]

18. HP is one of the pioneers in computers, workstations, and printer manufacturing. When HP expected to expand its market to the Asia-Pacific region with 5 new online stores, they came to a realization that the new online platform must support multiple HP stores on a global scale. To win the hearts of potential customers, from individual shoppers to small businesses in new regions, HP Asia-Pacific (HP APAC)- needed to deliver localized experiences across multiple geographies. However, this mission might be quite challenging when they're a huge, multinational technology company. More than that, HP team also wished to control omnichannel, project management, and customer relationship management (CRM) in one place, which required a comprehensive online platform to support.
Develop a MAP-STEPS **Methodology for Formulation & Governance of e-Business for HP-APAC**

(CO5,CO4) [Application]