PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023

Semester : Semester III - 2022

Course Code : MBA3034

Course Name : Sem III - MBA3034 - E Commerce Supply Chain and Logistics Mgmt.

Program : MBA

Date : 3-NOV-2023

Time : 10:00AM - 11:30AM

Max Marks : 50

Weightage : 25%

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 2 = 10M)

1. List any two examples of G2C E-Commerce models

(CO1) [Knowledge]

2. List any four advantages of E-Commerce

(CO1) [Knowledge]

3. Explain the various perspectives of E Commerce

(CO1) [Knowledge]

4. State the two costs used for calculating EOQ and their relation

(CO2) [Knowledge]

5. State the criteria based on which ABC analysis is done.

(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   (3 X 6 = 18M)

6. Explain the elements involved in setting up E-Commerce site

(CO1) [Comprehension]

7. Discuss the applications of AI and IoT used in E Commerce

(CO2) [Comprehension]

8. Calculate the EOQ and total cost if Carrying cost is 20 per unit, Ordering cost is Rs 150 per order and Annual Demand is 12000 units. Also calculate the number of orders raised annually.

(CO2) [Comprehension]

ANSWER THE FOLLOWING QUESTION **(2 X 11 = 22M)**

9. Discuss the legal aspects of E Commerce in detail

(CO1) [Application]

10. Interpret the KPI's used in Supply Chain Performance

(CO2) [Application]