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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023**

Semester : Semester III -2022

Course Code : MBA4055

Course Name : Sem III - MBA4055 - E Commerce Business Models

Program : MBA

Date : 3-NOV-2023

Time : 2:00PM - 3:30PM

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. Define Internet, Intranet ,Extranet with an example and explaining how it connects Supplier to Company to Buyers ?
(CO1) [Knowledge]
2. Discuss B2B2C and C2B2C model giving proper examples.
(CO2) [Knowledge]
3. Define the functional layers of E-com architecture?
(CO1) [Knowledge]
4. 1. E-Commerce is a business strategy that utilizes advances in technology to take traditional commerce businesses online. For example, consider Amazon.com. Through Amazon, consumers are able to purchase a wide variety of household and everyday items through the Amazon.com website, and have these items delivered directly to their homes. Previously, consumers would have had to drive to a brick-and-mortar store to purchase items, but Amazon's advances in technology and consumer experience allow for direct-to-consumer online sale. Identify and describe the unique features of e-commerce technology and discuss their business significance.
(CO2) [Knowledge]
5. E-business encompasses older companies that [digitally transformed from legacy processes to data-centric operations](#) and newer digitally oriented companies. Explain with an example four entities of Business Transactions
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(3 X 6 = 18M)

6. E-business has drastically changed how enterprises, government agencies, nonprofit organizations, and other institutions operate, allowing them to increase productivity, lower costs, move more quickly toward [digital transformation](#) and upgrade processes. Discuss the parameters that impact the e-business management

(CO1) [Comprehension]

7. 1. Travel sites like Expedia, Travelocity and TripAdvisor enable consumers to research, plan and book all or pieces of their trips based on personalized criteria, such as price, consumer ratings and location. **Evaluate the Business Value chain model how the above companies are able to leverage the relationship between Airlines, Tourism and Hospitality Industries need**

(CO2) [Comprehension]

8. Nestle uses its products variety, Distribution Process and C&F Agents for effectively reaching its customers ? Explain with a diagram the three variables of E Business .

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(2 X 11 = 22M)

9. E-Commerce for a Small Supermarket

Matt and Grace own a small supermarket in a rural town with a large and growing elderly population. Because of their remote location, they don't have any competition from the large chain stores. A small private liberal arts college, with about 1,500 students, is also located in the town.

"I think we need a website for our store," Matt tells Grace.

"Why?" Asks Grace.

"Everybody has one. It's the wave of the future," responds Matt.

still not clear, Matt. What would be on our website?" Grace asks.

"Well, for one thing we could have a picture of our market with me and you standing in front of it," says Matt.

"What else?" Asks Grace.

Matt answers, "Ah, maybe people could look up stuff and order it through the website. Yeah, those college kids would think that's great; they're into using computers all the time. That will increase our business. They'll buy food from our store rather than the pizza and burgers they always eat or get delivered from Sam's Sub Shop. And those people who live in the senior citizens' apartments would use it, too. I heard they're teaching them how to use computers. And maybe we can even set up a delivery service."

"Hold on," says Grace. "Those college students get pizza and sub from Sam's at all hours of the night, long after we're closed. And I think the senior citizens enjoy getting out. They have a van that brings some of them here each day to shop, and they really don't buy much anyway. And how will they pay for what they order through the website? all for keeping up with things, but not sure this makes sense for our little supermarket, Matt. What would we be trying to accomplish with a website?"

"I just explained it to you, Grace. It's the way all businesses are going. We either keep up with things or we'll be out of business," replies Matt.

"Does this have anything to do with that Chamber of Commerce meeting you went to in Big Falls last week, where you said they had some consultant talking about e-business or something?" Asks Grace.

"Yeah, maybe," Matt says. "I think I'll give him a call and tell him to stop by and tell him what I want."

"How much is all this going to cost us, Matt?" Asks Grace. "I think we need to think about this some more. You know we are probably going to have to pave the parking lot this summer."

Matt answers "Don't worry. It'll all work out. Trust me. Our business will increase so much, it'll pay for itself in no time. Besides, it can't cost that much; this consultant probably does these kinds of projects all the time."

Explain the type of e-commerce business model discussed above.

Explain the key elements of the business model.

Explain the various ways in which Matt can raise funds for his business. What are the various payment options valid for the business?

Explain the Components of the E-supply chain of the above business model.

(CO1) [Application]

10. The Heritage Foods Limited was founded by Mr. Nara Chandrababu Naidu in the year 1992, which is one of the fastest growing Public Listed Companies in India, with two business divisions - Dairy and Renewable Energy. The annual turnover of Heritage Foods stood at INR 26,429 million in the financial year 2021-22. Currently, Heritage's milk and milk products have a market presence in Andhra Pradesh, Telangana, Karnataka, Kerala, Tamil Nadu, Maharashtra, Odisha, NCR Delhi, Haryana, Rajasthan, Uttarakhand & Uttar Pradesh.

Heritage Dairy

We are one of the Leading Private Dairy Players in India with a Chilling Capacity of 1.95 million litres per day, Processing Capacity of 2.57 million litres per day and Packaging Capacity of 1.71 million litres per day. By deeply committing ourselves to innovation and to providing authentic, high-quality milk products, we have grown multifold to occupy a sizeable share in India's Dairy Market.

Explain the different E business Model with examples of Products, adapted by Heritage in achieving the objectives by adding value to its stake holders.

(CO2) [Application]