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**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester V - 2021

**Course Code :** BBE3001

**Course Name :** Sem V - BBE3001 - E Business Application

**Program :** BBA

**Date :** 6-NOV-2023

**Time :** 11:30AM - 1:00PM

**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. Evaluate the effectiveness of a particular e-business network by considering its reliability and performance.  
(CO1) [Comprehension]
2. Provide two examples of e-business technologies or tools commonly used in online retail operations.  
(CO1) [Comprehension]
3. Identify two challenges that businesses might face when transitioning to e-business from traditional business models.  
(CO2) [Comprehension]
4. List two key components of an effective e-business strategy that companies can implement.  
(CO2) [Knowledge]
5. Given a specific e-business scenario, can you identify potential threats to its operation?  
(CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X 10 = 20M)**

6. In the context of digital marketing, what does "targeting online customers" imply?  
(CO1) [Comprehension]
7. Create a detailed content marketing strategy that is geared to each stage of the E-commerce Sales Life Cycle.  
(CO2,CO1) [Application]

## PART C

### ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. *Attention:* When Sarah, a frequent Amazon shopper, visits the site, she's immediately drawn to the "Recommended for You" section, which captures her attention with personalized product suggestions based on her browsing and buying history.

*Interest:* As she scrolls through, she finds products paired with ratings and reviews, building her interest and trust in the recommendations, leading to a deeper exploration of options.

*Desire:* Special offers and limited-time discounts create a desire for the products. She's enticed by the idea of owning these items now.

*Action:* Sarah easily adds items to her cart and checks out, guided by Amazon's seamless interface, turning her interest and desire into a purchase.

**Question 1:** How does Amazon's recommendation system grab the attention of users like Sarah, and why is this important in the AIDA model?

**Question 2:** In the case, what elements build interest and trust among users when they explore recommended products on Amazon?

(CO2) [Application]