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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: III

**Course Code**: BBA3046

**Course Name**: E-Business Application

**Program:** BBA

**Date**: 04/ July /2024

**Time**: 09.30am to 12.30Pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questionscarefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5Qx 2M=10M)**

1. In terms of characteristics and obstacles, compare and contrast the B2B and B2C e-business marketplaces.

(CO1) [Understanding]

2. Summarize the main components of e-business security. (CO1) [Understanding]

3. Identify common networking protocols used in e-business. (CO1) [Understanding]

4. List two key components of an effective e-business strategy that companies can implement.

(CO1) [Understanding]

5. Identify two challenges that businesses might face when transitioning to e-business from traditional business models. (CO1) [Understanding]

6. Provide two examples of e-business technologies or tools commonly used in online retail operations.

(CO2) [Remember]

7. Describe the potential benefits of e-business for businesses. (CO2) [Remember]

**Part B**

**Answer any FIVE Questions. (5Qx 10 M=50M)**

8. Assess the scalability of different e-business models, considering factors such as growth potential and resource requirements. (CO1) [Understanding]

9. Analyze the evolving landscape of cyber threats and assess their relevance to e-businesses in different industries.

(CO1) [Understanding]

10. Identify and analyze the integration challenges businesses may face when implementing EDI systems.

(CO1) [Understanding]

11. Compare and contrast the types of content typically hosted on the Internet, Intranet, and Extranet.

(CO1) [Understanding]

12. Demonstrate how various technologies, such as e-commerce platforms and payment gateways, can be integrated into an e-business infrastructure. (CO4) [Application]

13. Propose innovative ways to integrate SCM and CRM technologies to create a seamless end-to-end customer experience. (CO4) [Application]

14. Apply SWOT analysis to evaluate the internal and external factors influencing the strategic position of an e-business. (CO4) [Application]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M=40M)**

15. Zion Tech is an online shop specialized in consumer goods and gadgets. They decided to launch a new product, a high-end smart watch, and designed a marketing campaign to maximize the product's impact and sales. Apply the AIDA approach to introduce a new product and greatly boost sales.

(CO4) [Application]

16. Apple, a worldwide manufacturing corporation, recognized the importance of embracing digital transformation to improve its business operations. The corporation intended to use E-Business, Internet, and Intranet technologies to simplify operations, increase communication, and remain competitive in the market.

(CO4) [Application]

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?

17. Myntra Fashion, an online shop that specializes in contemporary apparel, has seen significant development in recent years. The increase in demand has made it difficult to properly manage the supply chain while maintaining good customer connections. (CO4) [Application]

Q. Implement a CRM system to consolidate customer data from various touch points, providing a holistic view of customer interactions and preferences.

Q. Utilize CRM data to create targeted marketing campaigns and promotions based on customer preferences and behavior.