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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: V

**Course Code**: BBE3001

**Course Name**: E-Business Application

**Program:** BBA

**Date**: 09/ 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**

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

1. Identify basic security measures in e-business. (CO1) [Understanding]

2. Describe the impact of globalization on e-business markets. (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. Evaluate the importance of customer reviews and ratings in e-business and how they influence purchasing decisions, citing two key points. (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. Demonstrate how various technologies, such as e-commerce platforms and payment gateways, can be integrated into an e-business infrastructure. (CO2) [Application]

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

(CO1) [Understanding]

10. Propose an innovative e-business model that leverages emerging technologies for a specific industry.

(CO1) [Understanding]

11. Demonstrate the process of data mapping in the context of EDI, illustrating how it enables seamless communication between trading partners. (CO1) [Understanding]

12. Differentiate between demographic and psychographic targeting methods in online customer segmentation.

(CO2) [Remember]

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 Qx 20 M=40M)**

15. ABC Fashion, an online retailer specializing in trendy clothing, has experienced substantial growth in recent years. The surge in demand has posed challenges in managing the supply chain effectively and maintaining strong customer relationships. (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.

16. XYZ Corp, a global manufacturing company, recognized the need to embrace digital transformation to enhance its business processes. The company aimed to leverage E-Business, the Internet, and Intranet technologies to streamline operations, improve communication, and stay 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. XYZ Electronics is an online retailer that specializes in consumer electronics and gadgets. They decided to debut a new product, a high-end smart watch, and sought to build a marketing campaign that would maximize the product's effect and sales. Apply AIDA model to launch a new product and significantly increase sales.

(CO4) [Application]