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**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester III - 2022

Course Code : BBA3046

Course Name : E-Business Application

Program : BBA E Commerce and Supply Chain Management

Date : 08-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

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.
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PART A

ANSWER ALL THE QUESTIONS

5 X 2M = 10M

1. Summarise the purpose of setting up of Intranet?
(CO1) [Knowledge]
2. Highlight any two characteristics of B2G Model.
(CO2) [Knowledge]
3. Mention any two potential challenges E-Business might face in implementing effective CRM practices.
(CO3) [Knowledge]
4. Define organizational culture, providing a comprehensive explanation of this critical concept within the context of E-businesses.
(CO4) [Knowledge]
5. Interpolate dark social and illustrate an example.
(CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. Networking for e-business is essential for building relationships, establishing partnerships, and enhancing the overall presence and performance of an online business. Explain the different types of Networking for E-Business.
(CO1) [Comprehension]

7. Highlight the role of environmental analysis in guiding strategic initiatives and ensuring long-term sustainability in the E-Business sector.
(CO2) [Comprehension]
8. Compare and contrast the conventional organizational design with the organizational structure in the context of E-Business.
(CO3) [Comprehension]
9. Strategic management in e-business involves the formulation and implementation of strategies that leverage digital technologies to achieve the organization's goals and gain a competitive advantage in the online marketplace. Determine the key stages involved in the process of Strategic Management in E-Business.
(CO4) [Comprehension]
10. Discuss the various types of Channel Conflicts with real time examples.
(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. Analyse the following cases and do as instructed:
- A retail company has experienced challenges with maintaining optimal inventory levels, resulting in both stockouts and excess inventory. Structure a supply chain management strategy to optimize inventory levels, considering factors such as demand forecasting, order frequency, and safety stock.
 - A manufacturing company relies on multiple suppliers for critical components. One of its key suppliers is consistently delivering subpar quality, impacting the overall production process. Demonstrate supplier relationship management plan to address quality issues and enhance collaboration.
(CO3) [Application]
12. Leveraging the power of the internet allows businesses to reach a global audience, enhance brand visibility, and drive sales. Illustrate how internet marketing techniques play a pivotal role in promoting E-Business success. Provide specific examples of internet marketing strategies.
(CO2) [Application]