

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER (3) – EXAMINATION – SUMMER 2019

Subject Code: 3539283

Date: 06/05/2019

Subject Name: E- Commerce

Time: 02:30PM to 5:30PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** Define the following terms: **14**
- a. Brick and mortar model
 - b. E-business
 - c. E-commerce
 - d. M-commerce
 - e. Information density
 - f. Transaction broker
 - g. E-distributor
- Q.2** (a) Identify and describe the unique features of e-commerce technology and discuss their business significance. **07**
- (b) Write a brief report on how companies are using Instagram and Face book as a social e-commerce platform. **07**
- OR**
- (b) Define the term Industry Structure. How does E-commerce influence the Industry Structure? **07**
- Q.3** (a) Explain the key components of e-commerce business models. **07**
- (b) Explain the steps involved in building e-commerce security plan. **07**
- OR**
- Q.3** (a) Explain the key dimensions to e-commerce security .Differentiate all the dimensions from customers' and merchants' perspective. **07**
- (b) Why is Bitcoin so controversial? **07**
- Q.4** (a) How can you measure the results of a Face book social marketing campaign? **07**
- (b) Explain the various components of CRM in E-commerce business. **07**
- OR**
- Q.4** (a) Explain the various components of SCM in E-commerce business. **07**
- (b) Examine the experience of shopping online versus shopping in a traditional environment. Imagine that you have decided to purchase a mobile phone (or any other item of your choosing). First, shop for the mobile phone in a traditional manner. Describe how you would do so (for example, how you would gather the necessary information you would need to choose a particular item, what stores you would visit, how long it would take, prices, etc.). Next, shop for the item on the Web or via a mobile app. Which did you prefer and why? Compare and contrast your experiences. **07**

Q.5

CASE STUDY:

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.

"I'm 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? I'm all for keeping up with things, but I'm 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."

- (a) Explain the type of ecommerce business model discussed above. **07**
- (b) Explain the key elements of the business model. **07**

OR

- Q.5 (a) Explain the various ways in which Matt can raise funds for his business. **07**
What can be the various payment options valid for the business?
- (b) Explain the Components of E-supply chain of the above business model. **07**
