

(3 Hours)

[Total Marks: 80]

- i. Q. 1. Compulsory.
- ii. Attempt any three from the remaining.
- iii. Assume suitable data.

- Q1 Develop a complete business plan for any one online application. (20)
- Q2 a) List the e-payment modes available in e-commerce. Explain any two of them in detail with processing cycle. (10)
- b) Discuss Ola-cabs marketing strategy in detail. (10)
- Q3 a) Discuss the probable threats in an e-commerce environment with solutions. (10)
- b) With one case study explain how SCM is an important part of the growth of the business. (10)
- Q4 a) Discuss the CRM strategy adopted by Vodafone to acquire and convert the customer for 4G service. (10)
- b) Explain with example the components of SOSTAC framework to promote the service. (10)
- Q5 a) Discuss 7s Strategic framework for change management. (10)
- b) Draw a flow process chart showing the main operations performed by users on any of the e-commerce web-site. (10)
- Q6 Write short note(Any 2)
- a) Discuss the use of SLEPT framework. (10)
- b) Comment on how ethical issues can affect e-marketing. (10)
- c) Explain with example that "e-business strategy model is dynamic not static." (10)
- d) Discuss how the combinations of revenue models can help us in generating more revenue in e-commerce. (10)