Paper / Subject Code: 32407 / Elective - I E-Commerce & E-Business

T.E. (IT) (Sem-V) (CB)

Date-27/11/19

(3 Hours)

Total Marks: 80

Note : Question No 1 is compulsory Attempt any 3 questions from remaining. Assume suitable data whenever necessary Q1. Develop a complete business plan for startup to sell Garments online. It should include: The business model, strategic plan, marketing plan, SCM and CRM plan, Revenue model(s), security concerns and payment mode. [20] Q2 A) What are generic strategies? Give examples of the generic strategies adopted by e- retailer. [10]B) Explain the SET protocol for credit card payments [10] Q3 A) Discuss CRM strategy based on B-C Model [10] B) Explain Market Segmentation with types. How E-commerce companies use Customers behavior for market segmentation? [10] Q4 A) Explain the categories of Online Auction web sites, also brief the various auction related services. [10] B) Write short note on value chain approach for marketing. [10]Q5.A) Discuss the impact of consolidation on competition in e-commerce sector? [10] B) Whether inventory led model or the traditional marketplace model is a good option in case of e-grocery business give your opinion with arguments in support of your contention [10] Q6 A) Write notes on Application of RFID tag in SCM [10]B) Explain different session management techniques in e-commerce. [10]

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