2017-12-18 11:00 am - 02:00 pm T5127 - B.E.
(INFORMATION TECHNOLOGY)(SEM VII) (CBSGS)
(REV-2012) / T1356 - 3) E-Commerce & E- Business

Q.P. Code: 25659

(3 Hours)   [Total Marks: 80]

N. B. i. Q. 1. Compulsory.
    ii.   Attempt any three from the remaining,
    v.   Assume suitable data.

Q1   One of the Municipal Corporation wants to take the offline Tender bidding   (20)
activity like vendor search, floating the tender, allocation of the tender,
execution of the contract and billing etc. online. Develop a business plan based
on the following guidelines:

    i. Identify the business model.
    ii. Develop the strategic plan based on Strategic Objectives, Strategic definition,
         SCM plan
    iii. Develop few webpages demonstrating the activities.
    iv. Organizational structure
    v. Hardware and Software requirement

Q2   a)   Discuss any two tools to secure channel of communication in an e-commerce   (10)
            environment.
    b)   Discuss the CRM strategy for acquisition and retention of the customer need to be
            adopted by a Travel Agency to improve the profit margin.   (10)

Q3   a)   List the e-payment modes available in e-commerce. Explain any two of them
            in detail.   (10)
    b)   Explain with example the components of SOSTAC framework to promote the
            product.   (10)

Q4   Attempt *any four*.
    a)   Differentiate between the buy-side and sell-side SCM.   (05)
    b)   Discuss any one revenue model with one example.   (05)
    c)   Discuss the 7 P's of the marketing strategies with one example each.   (05)
    d)   Explain the SLEPT framework.   (05)
    e)   Explain the effect of Porter's five forces on e-business.   (05)

Q5   a) Explain with examples the multi-channel marketplace model.   (10)
    b) Justify with example "e-business strategy model is dynamic and not static".   (10)

Q6   Write a short note (Any 2)   (20)
    a)   Discuss 7s Strategic framework for change management.
    b)   Comment on the drives, risks and impact of e-procurement.
    c)   Draw a flow process chart showing the main operations performed by users on
            any of the e-commerce web-site.