

Q.P. Code : 31604



(3 Hours)

[Total Marks : 80

- N.B. : (1) Question No. 1 Compulsory.
(2) Attempt any **three** from the remaining.
(3) Assume suitable data.

1. Develop a business plan based on the following guidelines to participate in *Green India/Go Green movement* announced by Indian Government. **20**
- Identify the business model.
 - Develop the strategic plan based on Strategic Objectives, Strategic definition, Marketing plan, SCM and CRM plan etc.
 - Implementation should include few screenshots of websites demonstrating: Business model, Revenue model (s) used, CRM SCM activities, Marketing activities, Strategic objectives like mission, vision and objectives, Security concern, Payment mode etc.
 - One example of use-case scenario.
 - Site structure diagram (blueprint) showing layout and relationship between pages.
 - Organizational structure.
 - Hardware and Software requirement.
2. (a) Discuss any two tools to secure channel of communication in an e-commerce environment. **10**
(b) Discuss the CRM strategy to acquisition and retention of the customer worldwide for one e-commerce site based on B-C model. **10**
3. (a) What is Smart card? Explain step by step by procedure of Payment by Smart card. **10**
(b) Explain with example the first three components of SOSTAC framework to promote the product. **10**
4. Attempt any four.
- Comment on buy-side and sell-side SCM. **5**
 - Discuss how the combinations of revenue models can help us in generating more revenue. **5**
 - Discuss Technology & Infrastructure for E-Business **5**
 - What is E- Business? Give the mapping between conventional business & E- Business **5**
 - Explain difference between IT strategy and e-strategy? **5**

TURN OVER

5. (a) Explain the role and support of E-Commerce in the following businesses **10**
- Real estate business
 - Insurance sector
 - Jobs and employment sites
 - Travel Suggest strategies for existing business to migrate to online business.
- (b) Suggest strategies for existing business to migrate to online business. **10**
6. Write a short note (Any 2)
- Discuss 7s Strategic framework for change management. **10**
 - Comment on the drives, risks and impact of e-procurement. **10**
 - Describe various tools used for electronic marketing. **10**