

(3 Hours)



[Total Marks: 80

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

- Q1 Develop a complete business plan for a startup to sell fresh vegetables online. (20)
It should include
The business model, strategic plan, Marketing plan, SCM and CRM plan, Revenue model(s), mission, vision and objectives, Security concern, Payment mode etc.
- Q2 a) Identify the probable security threats in an E-commerce environment and suggest the appropriate tools to achieve site security. (10)
b) Discuss the CRM strategy adopted by Dell Inc. to acquire, convert, retain and growth of the customer worldwide. (10)
- Q3 a) Explain any two of e-payment modes in detail. (10)
b) Explain the SOSTAC framework to promote the product. (10)
- Q4 Attempt *any four*.
a) Comment on buy-side SCM. (05)
b) Discuss any two combinations of revenue models that can help in generating more revenue. (05)
c) Discuss the 7 P's of e-marketing. (05)
d) What is the SLEPT framework? (05)
e) How can ethical issues affect e-marketing? (05)
- Q5 a) Explain the multi-channel marketplace model. (10)
b) Discuss the porter's five forces with one appropriate example. (10)
- Q6 Write a short note (Any 2)
a) Discuss 7s Strategic framework for change management. (10)
b) Comment on the drives, risks and impact of e-procurement. (10)
c) Draw a flow process chart showing the main operations performed by users on any of the e-commerce web-site. (10)
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