

BE (IT) sem VII CBGS (R-12) - 2019.

1/1
26/11/19.

(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)

Q.P code → 67245