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School of Business

Integrated Bachelor of Business Administration - Master of Business Administration
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem IX - MBIT6010 - E-Commerce

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Why is Electronic Commerce (E-Commerce) of significance, and can you elucidate its developmental history briefly? K1 (2)
- 2) Clarify the role of SAP (Systems, Applications, and Products) in business management, particularly its contributions to process optimization and data-driven decision-making. K2 (4)
- 3) Conduct a comparative analysis between the "Click and Brick" E-Commerce pattern and conventional brick-and-mortar businesses. Assess how this pattern amalgamates online and physical presence and evaluate its effectiveness in the contemporary market. K2 (6)
- 4) Analyze two prevalent organizational trends shaping E-Business, such as remote work and sustainability practices. Additionally, discuss how employee megatrends like skill diversification and work-life balance influence E-Business environments. K3 (9)
- 5) Examine the impact of SAP implementation on business process optimization and resource management within organizations. K3 (9)
- 6) Evaluate the advantages of cloud computing for small and medium-sized enterprises (SMEs). Compare and contrast how cloud-based solutions can level the competitive playing field and provide SMEs with distinct advantages. K5 (10)
- 7) Explore how the implementation of E-Supply Chain Management (E-SCM) can effectively mitigate supply chain risks and disruptions for global manufacturing companies, considering specific measures to enhance supply chain resilience. K4 (12)
- 8) Agree or disagree with the statement: "E-Commerce is reshaping traditional retail models." Provide reasons for your stance and synthesize how E-Commerce is impacting consumer behavior and business strategies. K5 (15)

- 9) Evaluate the evolving role of artificial intelligence (AI) in E-CRM systems. Synthesize how AI-powered chatbots, sentiment analysis, and predictive analytics can reshape customer interactions, customize experiences, and enhance customer satisfaction. K5 (15)
- 10) Imagine you are a consultant tasked with redesigning an existing E-Business website for a luxury fashion brand. Elaborate on the design principles, visual aesthetics, and user experience strategies that would align with the brand's identity and target audience. K6 (18)