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Total No. of Pages: 03

Total No. of Questions: 10

**MBA (IB) (Sem. – 4)**

**E-COMMERCE**

**Subject Code: MBAIB404-18**

**M Code: 77803**

**Date of Examination : 19-12-2022**

**Time: 3 Hrs.**

**Max. Marks: 60**

**INSTRUCTIONS TO CANDIDATES:**

1. **SECTION-A** is **COMPULSORY** consisting of **EIGHT** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV. Student has to attempt any **ONE** question from each Sub-section carrying **EIGHT** marks each.
3. **SECTION-C** is **COMPULSORY** carrying **TWELVE** marks.

**SECTION-A**

1. Write short notes on:

- a) Difference between E-marketing and E-commerce.
- b) Discuss briefly the concept of G2B and G2C.
- c) What do you mean by digital accumulating balance payment systems?
- d) Discuss briefly the security threats in E-Commerce.
- e) What are the benefits of E-Governance?
- f) What do social networks and auctions have in common?
- g) Discuss the importance of Trademarks online.
- h) What are the objectives of Intellectual property rights in cyberspace?

**SECTION-B**

**UNIT-I**

2. "Entrepreneurs' overly optimistic expectations of the potential of the Internet created the infamous "dot-com bubble" (also known as the "Internet bubble)". Comment on the statement by detailing the happenings of the dot com bubble.
3. Discuss in detail the concept and evolution of E-commerce. Elucidate in detail the key elements of B2B and B2C business models.

## **UNIT-II**

4. "Paperless e-commerce payments have revolutionized the payment processing by reducing paperwork, transaction costs, and personnel cost." In support of the statement discuss in detail the E-Commerce payment systems.
5. Explain in detail the steps involved in building the E-commerce website from scratch.

## **UNIT-III**

6. "Internet and its use in e-commerce have raised pervasive ethical, social and political issues on a scale unprecedented for computer technology." Comment.
7. Write detailed notes on:
  - a) Content Marketing
  - b) Search Engine Optimization

## **UNIT-IV**

8. "The National E-Commerce Policy aims to create a framework for achieving holistic growth of the E-commerce sector along with existing policies of Make in India and Digital India" Elucidate by detailing out the India's e-commerce policy.
9. Write detailed note on Copyrights in digital space.

## **SECTION-C**

10. Read the Case study and answer the following questions:

Godrej as a brand has been already established as a household name. However, its pedigree is that of stability rather than innovation, especially in the appliances segment. To break free of this impression they devised a branding + personification strategy. Literally, the appliances would speak for themselves. Godrej Indispensables, an online web sitcom starring various products. Why Indispensables? Well, they are confident that the products abilities to handle all that is thrown at them in a day to day functioning of a household. They are the silent protectors of a family's home, the behind the scenes heroes of everyday chores. Every episode shows them faced with a daily plight which they resolve in a way unique to their persona. Using 3D animation, we brought to life these selfless helpers and given them a wide variety of quirks and personalities. So far the videos have garnered cumulatively over 50000 + views on YouTube. A special hashtag called #TheIndispensables was created to launch the first series of videos. In it they asked out followers to list out their gadgets which they felt were indispensable to them. This #tag trended globally and gave the campaign a sizable boost in impressions. The products themselves will dispense some much-needed advice on how to better operate them. Going

Ahead - The Indispensables will continue to thwart household crisis and keep audience entertained and informed.

Questions:

- a) How does an appliance brand enhance brand presence in an already cluttered social space?
- b) Online consumers read reviews and recommendations when making a purchase. Justify.
- c) What advantages Godrej can enjoy if they are successful in Online marketing?

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**