

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (IB) – SEMESTER III– EXAMINATION – WINTER 2019

Subject Code: 1539343**Date:04/12/2019****Subject Name: E-Commerce****Time:10.30 am to 01.30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Support your answers with relevant examples wherever applicable.

Q. No.	Question	Marks
Q.1	Explain the following terms: (a) B2B e-commerce (b) M-Commerce (c) E-tailer (d) E-CRM (e) Payment system (f) E-business v/s e-commerce (g) E-SCM	14
Q.2	(a) What is e-commerce? What are its advantages and disadvantages?	07
	(b) What is a business model? Briefly explain the major B2C business models?	07
	OR	
	(b) What is a business model? Briefly explain the major B2B business models?	07
Q.3	(a) Which are the major security threats to an e-commerce environment?	07
	(b) What are the components of an e-supply chain?	07
	OR	
Q.3	(a) What are the components of e-CRM?	07
	(b) What are the features of a traditional payment system?	07
Q.4	(a) What are the features of an e-commerce technology?	07
	(b) Which are the major e-commerce payment systems?	07
	OR	
Q.4	(a) What are the current trends and future scope of e-commerce in India?	07
	(b) Which are some available tools to achieve site security?	07

Q.5

E-Commerce Industry in India:

The e-commerce has transformed the way business is done in India. The Indian e-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Much growth of the industry has been triggered by increasing internet and Smartphone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 604.21 million as of December 2018. India's internet economy is expected to double from US\$125 billion as of April 2017 to US\$ 250 billion by 2020, majorly backed by ecommerce. India's E-commerce revenue is expected to jump from US\$ 39 billion in 2017 to US\$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world.

Market Size

Propelled by rising smartphone penetration, the launch of 4G networks and increasing consumer wealth, the Indian e-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017. Online retail sales in India are expected to grow by 31 per cent to touch US\$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall.

During 2018, electronics is currently the biggest contributor to online retail sales in India with a share of 48 per cent, followed closely by apparel at 29 per cent.

Road Ahead

The e-commerce industry has been directly impacting the micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favorable cascading effect on other industries as well. The Indian e-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest e-commerce market in the world by 2034. Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements will likely support the growth in the sector. The growth in e-commerce sector will also boost employment, increase revenues from export, increase tax collection by ex-chequers, and provide better products and services to customers in the long-term.

- (a) Why is the Indian e-commerce industry on an upward trajectory? **07**
- (b) What is the role of the government of India in heralding e-commerce? **07**

OR

- Q.5** (a) How will e-commerce benefit small scale industry and business? **07**
- (b) Which factors will drive the growth of e-commerce in the future? **07**
