

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER– III EXAMINATION – WINTER 2020

Subject Code:1539343

Date:05/01/2021

Subject Name:E-commerce

Time:10:30 AM TO 12.30 PM

Total Marks: 47

Instructions:

1. Attempt any **THREE** questions from Q1 to Q6.
2. Q7 is compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

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|------------|---|-----------|
| Q.1 | Q.1(a) Explain following terms: | 06 |
| | (a) E-commerce | |
| | (b) Differentiate E-Business and E-commerce | |
| | (c) M-Commerce | |
| | Q.1(b) Explain following terms: | 06 |
| | (d) Firewall | |
| | (e) E-Distributor | |
| | (f) Spyware | |
| Q.2 | (a) Explain advantages and disadvantages of e-commerce in detail. | 06 |
| | (b) Explain Types of E-commerce. | 06 |
| Q.3 | (a) Describe key elements of business model in detail. | 06 |
| | (b) What is business model? Explain various B2C e-commerce business models in detail with suitable examples. | 06 |
| Q.4 | (a) What according to you are key security threats e-commerce sites usually face? | 06 |
| | (b) Explain types of e-commerce payment systems in detail. | 06 |
| Q.5 | (a) Describe technology solutions and tools available to achieve site security. | 06 |
| | (b) Explain the components of E-SCM. | 06 |
| Q.6 | (a) Explain the benefits of e-supply chain management in detail. | 06 |
| | (b) Describe various components of E-CRM. | 06 |

Q.7 It started as an online wallet in 2010, later transformed into a complete mall and brought a paradigm shift to the retail industry, PayTM is India's biggest e-wallet platform in E-commerce industry. It has 130 million active users and doing 400 million transactions per month. The company has seen tremendous growth in its business after demonetization. Be it a prepaid mobile recharge, paying utility bills, booking train tickets or shopping for clothes, this m-commerce store became the substitute for several apps. Users can recharge their DTH, book movie tickets, pay insurance premiums, shopping bills, contribute to the charity of your liking and get in the fast lane with Paytm FASTag. The M-commerce aspect of the portal under the name of PayTM mall, lets several merchants list their products. PayTM changed its business model drastically to a virtual bank model, marketplace and gold e-wallet.

It also focusses upon encouraging customers for offline payments through its application. A customer just requires to scan the QR code of at merchant's store to make payment. The company has over 12 million register merchants. Its offers cashback as a promotional tool. The company has its own PayTM payments bank which is like a virtual bank. You can also invest in mutual fund through the app. It has tie up with number of other companies as an online payment option. It's not just an online company but has a great impact in offline market too.

- (a) Which security issues might be faced by customers while making online payments? 5.5
- (b) What according to you are the factors leading towards success of PayTM in Indian market? 5.5

OR

- (a) Critically analyze the business model of PayTM. 5.5
- (b) Do you believe that PayTM can be successful by offering number of different services under one roof? Justify your answer. 5.5
