

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER -III– EXAMINATION – WINTER 2021**

**Subject Code: 4539253****Date: 25-02-2022****Subject Name: E-Business****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.

**Q.1 Short Questions****(14)**

- (a) E-tailer
- (b) First Mover advantage
- (c) M-commerce
- (d) Information asymmetry
- (e) Ubiquity
- (f) Marketspace
- (g) Heartbleed bug

**Q.2 (a)** "E-Commerce and traditional commerce are differentiated based on their business processes and activity." Discuss with examples. **(7)**

**Q.2 (b)** What is E-Commerce? Describe unique features of E-Commerce Technology. **(7)**

**OR**

**Q.2 (b)** What are the key dimensions of e-commerce security? Discuss in brief. **(7)**

**Q.3 (a)** Explain various types of E-business in brief. **(7)**

**Q.3 (b)** Discuss B2B Business Model along with examples, detail description and Revenue Model. **(7)**

**OR**

**Q.3 (a)** What do you mean by "Cryptography"? Explain how public key cryptography works? **(7)**

**Q.3 (b)** What are five generic business strategies for achieving a profitable business? Discuss. **(7)**

**Q.4 (a)** Briefly identify the key security threats in the e-commerce environment. **(7)**

**Q.4 (b)** What is SCM? Draw & explain "Procurement" process in brief. **(7)**

**OR**

**Q.4 (a)** Describe the pros and cons of E-Commerce Technology in India along with the key elements of Business Models. **(7)**

**Q.4 (b)** "E-CRM has the ability to deliver transparency to its customers." Analyse. **(7)**

**Q.5 Case Study**

Amazon is an American international e-commerce company. It was started by Jeffrey P. Bezos in the year 1994. And it was launched in India in June 2013. Seven years back, Amazon had no infrastructure in India, and now it

dominates the Indian markets. At the very start it was perception of investors that in India It will not go long like China as in the year 2004 when Amazon entered in China it hasn't seen much success there with Alibaba, its Chinese competitor, dominating the e-commerce market. After its bad run in China, Bezos is going all in for India.

Fact behind formation of Amazon in India was its huge number of headcounts i.e. 1.25 billion four times as big as the U.S.'s and more than doubles Europe's. Of these, 500 million, around 35 percent, are internet users. As per researches the yearly growth rate of internet users is highest in India around six million users join every month. Amazon has consumer market in United States but it is a growing online consumer market in India having different challenges. The first and foremost challenge in India faced by the amazon was restrictions on foreign companies using e-commerce to sell their products directly to the Indian consumer. The Indian government, however, plans to allow foreign companies that manufacture their products in the country to sell them directly to consumers over the Internet. But Amazon would have to start making its products in India to take advantage of the change in the law. Another difficulty that Amazon India faced was the limited infrastructure available to get the goods to consumers. In India, less than 12% of people uses plastic cards i.e. credit or debit cards, so Amazon has had to adapt to a "Cash on Delivery" model, which isn't yet available in all the areas. There is no shortage of goods produced by Indians, but most vendors in the country are small. Three years ago, relatively few retailers there sold their products online because they believed e-commerce to be too complex and time consuming. And India's cash economy did not facilitate online transactions. Amazon targets the middle class & upper-class people who have hands on experience in technology but don't have much time to do shopping from the physical outlets. Taking this into consideration Amazon has successfully positioned itself as a Glocal (Go global Act local) e-commerce giant where one can buy anything & get it delivered at any remote locations.

Using the catchphrase "Aur Dikhaoin" its most recent campaign in India, it has further helped them carve a distinct space in the consumer's mind. Strategies for Sellers: - Amazon moved out a program "Amazon Chai Cart" these are the mobile tea carts that navigated city streets, serving refreshments to small-business owners and teach them the benefits of e-commerce. The Chai Cart team reportedly travelled more than 9,400 miles across 31 cities and engaged with more than 10,000 sellers. Tatkal enables Small and Medium Businesses (SMBs) to get online and sell on Amazon.in, in less than 60 minutes. Starting with New Delhi, Amazon Tatkal will traverse the country, engaging with thousands of entrepreneurs, artisans, manufacturers and sellers and help them sell online on the spot. Amazon.in has five crore products from 75,000 sellers. The number of sellers has witnessed a 250 percent growth annually in 2015 and as per the officials of Amazon this launch would help thousands of small and medium businesses in India. The company also introduced "Easy Ship and Seller Flex" With easy ship Amazon couriers pick up packaged goods from a seller's place of business and deliver them to consumers. And with the seller flex, vendors registered under Amazon designate a section of their own warehouses for products to be sold on the website, and Amazon coordinates the delivery logistics.

This neighbourhood approach is convenient for sellers and has benefited Amazon by speeding up delivery of some products.

- (a) Is Amazon successful in India? If yes then explain how and if no then explain why? (7)  
(b) What should Amazon do to reduce challenges? (7)

**OR**

- (a) How can Amazon remove online trade barriers? (7)  
(b) Explain Various strategies of the Amazon. (7)

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