

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER –III-EXAMINATION – WINTER-2023

Subject Code:4539253**Date: 07-12-2023****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Define following (a) E-payment (b) E-distributor (c) E-CRM (d) E-SCM (e) ERP (f) E-Tailer (g) E-procurement	14
Q.2	(a) Write down the significance and scope of E-commerce.	07
	(b) What is E-Business? Explain various types of E-Business.	07
OR		
	(b) Differentiate between the following: 1.E-Business and E-Commerce 2.Social E-Commerce and Local E-Commerce	07
Q.3	(a) Explain various B2C models in detail	07
	(b) What are the key dimensions of e-commerce security? Discuss in brief.	07
OR		
Q.3	(a) What do you understand by term payment gateway? Explain with an appropriate example.	07
	(b) What is Fire Wall ? Write down the advantages of Fire wall.	07
Q.4	(a) Write a Short note on various B2B Models.	07
	(b) Explain procurement process and supply chain in E-commerce.	07
OR		
Q.4	(a) What are five generic business strategies for achieving a profitable business? Discuss.	07
	(b) Elaborate various tools and techniques of E-customer relationship	07

Q.5

Case Study

Amazon is the ecommerce titan the industry has been waiting for. Net sales have been rising since 2014. In 2016, Amazon grabbed 70% of the total sales, and service sales have only been growing since then. For all those wondering is ecommerce profitable, the answer lies in Amazon's undeniable success, so much as that the "Amazon Effect" has even entered the lexicon of industry analysts. In terms of operating income, growth has been driven by high margins from service sales. Revenue sources, AWS services and Amazon Prime subscriptions have been rising at phenomenal rates, too. A revenue generation model is a critical component of the ecommerce business plan. Anybody looking to understand how to start a successful ecommerce business needs to understand that making money is the key to thriving and not just surviving. The ecommerce business model unlocks value and is the key driver of value. It makes all the difference between a unicorn and a failed start up. Scaling up to a billion-dollar value is a dream come true for many ecommerce businesses. For understanding how ecommerce businesses make money, business models offer further clarity.

- (a) "A revenue generation model is a critical component of the ecommerce business plan". Explain the conflicting issue associated with the use of all revenue generation models and four solutions that may be used to resolve this issue. **07**
- (b) What Security measures should be taken to make E-Commerce portal Stronger **07**

OR

Q.5

- (a) "Amazon is the ecommerce titan the industry has been waiting for". Describe two major challenges of adopting online advertising as the sole revenue. **07**
- (b) "Does Amazon has implemented any Strategy to increase their sales and profit "If yes than justify with an appropriate example. **07**
