GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-III-EXAMINATION-WINTER-2024

Subject Code: 4539253   **Date: 17/12/2024**
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.1	Explain the terms:	**14**
	1. E-Business	
	2. E-commerce	
	3. E- Procurement	
	4. Supply chain	
	5. B2C	
	6. E- Distribution	
	7. Industry Consortium	
Q.2 (a)	Explain the features of E-Commerce technology. How do these features contribute to the growth and success of online businesses?	**07**
(b)	Differentiate between E-Commerce and E-Business. Discuss their key functions and explain why E-Commerce is considered a subset of E-Business.	**07**
	OR	
(b)	Analyze the growth of E-Commerce in India. What are the key drivers behind its rapid expansion, and what challenges does it face in reaching its full potential?	**07**
Q.3 (a)	Discuss the role of a Content Provider in E-Commerce. How do they deliver value, and what are the common revenue strategies for content-driven platforms?	**07**
(b)	What are the key elements of an E-Commerce business model? Discuss how each element contributes to the success of an online business.	**07**
	OR	
Q.3 (a)	What are Industry Consortiums in the B2B E-Commerce model? Discuss their role in improving efficiency in specific industries.	**07**
(b)	What are the key dimensions of E-Commerce security? Explain how each dimension contributes to a secure online transaction environment.	**07**
Q.4 (a)	What role does encryption play in securing E-Commerce transactions? Explain the difference between SSL and TLS protocols.	**07**
(b)	Compare traditional payment systems with major E-Commerce payment systems. What are the unique features of digital payment systems like e-wallets and crypto currencies?	**07**
	OR	
Q.4 (a)	Explain the role of Supply Chain Management (SCM) in E-Commerce. How does it differ from traditional supply chain management?	**07**

(b) Discuss the benefits of implementing E-SCM for businesses. How does it help improve **07** transparency and cost-effectiveness?

Q.5 Ola, a leading ride-hailing platform in India, has developed a comprehensive Customer Relationship Management (CRM) system aimed at enhancing customer satisfaction and building loyalty. With millions of users, Ola leverages technology to manage customer interactions by addressing concerns, offering personalized experiences, and introducing loyalty programs. Ola's CRM integrates real-time data and feedback to provide tailored services based on user preferences. The system includes an efficient Ola Support System, which handles customer grievances through various channels like the app, social media, and email. Additionally, Ola's loyalty programs, such as Ola Select, offer perks like no surge pricing, priority customer support, and free rides. The Customer Feedback System collects feedback after every ride, helping monitor and improve driver performance and ride quality. Ola also uses data analytics to deliver personalized discounts and ride suggestions based on a customer's history and preferences. As a result, Ola's CRM strategy has improved customer retention, reduced churn, and strengthened its competitive position against rivals like Uber, ensuring a seamless and reliable customer experience that fosters trust and loyalty.

(a) How does Ola's CRM system leverage real-time data and customer feedback to enhance the **07** ride experience?

(b) Discuss the role of Ola's loyalty programs, like Ola Select, in building customer loyalty. **07** How do these programs differentiate Ola from its competitors?

OR

(a) What are the key components of Ola's grievance redressal mechanism? Analyze how the **07** support system contributes to improving customer relationships.

(b) How has Ola's CRM strategy helped the company reduce churn and strengthen its position **07** against competitors?

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