

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FOURTH TRIMESTER (Batch 2020-22)
END TERM EXAMINATIONS, OCTOBER, 2021

SET NO.: 1...

Course Name	E-Commerce	Course Code	OM 401
Max. Time	2 hours	Max. Marks	40

Instructions:

- A. All questions are compulsory and answers are to be brief and focused.**
- B. Assume the appropriate data with justification wherever required.**

1.0 You have been engaged as a digital marketing consultant for a retail company.

1.1 Plot and present the customer journey Map for a retail consumer with key touch points. [5Marks]

1.2 Propose the low cost digital media tools/techniques to be deployed during the awareness creation stage of the customer journey. [5 Marks]

2.0 Choose an e-commerce company and assess it in terms of at least five unique features of e-commerce technology like Ubiquity, Global reach, Universal Standards, Richness, Interactivity, Information Density etc.

2.1 Which of the features does the site implement well, and which features poorly, in your opinion? [5 Marks]

2.2 Prepare a short memo to the president of the company you have chosen, detailing your findings and any suggestions for improvement you may have. [5 Marks]

3.0 Nauker.com is an exclusive career website on the Internet. It is a forum where employers, placement agencies and jobseekers can exchange information quickly, effectively and inexpensively.

3.1 As a professional consultant you need to devise a business Model for them to launch a full-fledged ecommerce business. Your business model should be based on the key elements related to Value proposition, Market opportunity, Competitive environment, Competitive advantage and Market strategy [5 Marks]

3.2 Formulate an innovative email/social media campaign; Stipulate the monitoring metrics to assess the effectiveness of the campaign and ROI. [5 Marks]

4.0 The Kulfiwala is one of the biggest online Kulfi delivery services in India. Online Kulfi delivery is a competitive marketplace, so the Kulfiwala needs to expand its marketing efforts to stay at the top. Organization has decided to try Google AdWords to expand business. The Kulfiwala needs to present its service only to certain cities, as they are not providing delivery service in the whole country.

4.1 How Google AdWords can help the company to showcase its products in only selected cities, not all. [5 Marks]

4.2 Explain the benefits of different payment systems for the organizations like Kulfiwala?

[5 Marks]
