

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

Set-2

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

INSTRUCTIONS:

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

- 1) Nano India Ltd a leading ecommerce SME in Nano Technology domain has decided to install their own ecommerce infra structure. You have been engaged to prepare a detailed report which will incorporate the following:
 - a) The various steps involved in creating an e-commerce site. [2.5 Marks]
 - b) The multivariate testing and how does it differ from A/B testing (split testing). [2.5 Marks]
 - c) The disadvantages to outsourcing hosting & The risks a small business faces when hosting its own website [2.5 Marks]
 - d) The various security components of the Web site [2.5 Marks]

- 2) Till Aug 2019, "The Daily Mirror of India" was just another traditional English Newspaper competing to make its mark and increase its readership. They have recently launched the Digital Marketing initiatives including email, social media campaign.
 - a) 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]
 - b) You are also required to propose the appropriate revenue model with proper justification. [5 Marks]

3) MaxHealth.com is one of India's leading healthcare retailers which operates a chain of over 100 retail stores across Delhi NCR, Pune and Bangalore. The e-Commerce store was launched with a vision of extending discerning store services and an exciting assortment of wellbeing products, to its customers, at the click of a button. It had to compete against established, e-Commerce giants such as Amazon and Flipkart in many product categories. With more than 4500+ products on offer, the challenge extended to understanding seasonality and demand of the products on offer. You have been engaged by them as a Digital Media Consultant to increase their web presence.

a) You are required to present the digital Marketing Mix Strategy focusing on Product, Price, Place, Promotion, Program and Performance. [5 Marks]

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

4)

a) Plot the customer journey Map for a grocery retail consumer with key touch points. [5 Marks]

b) What type of digital media tools/techniques do you deploy during the Loyalty stage of the customer journey. [5 Marks]