



**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA  
PGDM (G/SM/M) (2016-18 BATCH) TRIMESTER- IV  
MID-TERM EXAM, AUGUST, 2017**

**Course Title: E-Commerce (IS 403)**

**Time: 1 Hr.**

**Max. Marks: 20**

**Note: Attempt any four questions. All questions carry equal marks.**

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Q1: Turning a good Business Idea into a good Business Model is the mantra for success. In the same context define and describe the transaction broker business model and discuss the eight components of the business model for this type of B2B and P2P firm.

Q2: Digital Wallet industries are moving towards adoption and promotion of m-commerce over internet commerce. What possible issues you foresee in implementing this management approach?

Q3: Describe the technological Retail revolution that preceded the growth of e-commerce. What were some innovations that made later online retailing possible? Explain with an example of any online Retail store.

Q4: What are the eight most important factors impacting website design, and how do they affect a site's operation? Compare and contrast the various website scaling methods. Explain why scalability is a key business issue for websites.

Q5: What are the major differences between virtual storefronts such as Drugstore.com and bricks-and-clicks operations such as Walmart.com? What are the advantages and disadvantages of each?