

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FOURTH TRIMESTER (Batch 2016-18)
END TERM EXAMINATIONS, SEPTEMBER 2017

Course Name	E-Commerce	Course Code	IS403
Max. Time	2 hours	Max. Marks	40

INSTRUCTIONS: Attempt any four questions from Section – A. All questions carry equal marks. Section – B is compulsory

Section –A

Q1: Research has shown that many consumers use the Internet purchases before actually buying, which is often done in a physical storefront. What implications does this have for online merchants? What can they do to entice more online buying, rather than pure research? (7)

Q2: You have started a blog of your own catering to IT solutions. You want to explore the possibility of generating revenue out of this blog. Suggest various revenue models that you can consider for generating revenue with proper detailing. (7)

Q3: Imagine that you are the head of information technology for a fast-growth e-commerce start-up. You are in charge of development of the company's Web site. Consider your options for building the site in-house with existing staff or outsourcing the entire operation. Decide which strategy you believe is in your company's best interest? (7)

Q4: "Social computing is a major shift in computing and provides organizations with the most innovative opportunities for advertising, marketing and collaboration." How do tools like Google Adwords, Google Adsense and Search Engine Optimization (SEO) help an organization in an effective marketing communication? (7)

Q5: Managing a world class supply chain management systems in internet era involves various challenges. Explain by giving examples why it is so and its significance for the success. (7)

Section -B

Q6: Read the following case and answer the questions:

- a) What are the challenges being faced by the organization? What is the solution that the management proposed? (6)
- b) Is implementing the E-business solution the right approach? Justify. (6)

The sustained oceanic observations and focused research of the Indian National Centre for Ocean Information Services (INCOIS) is uploaded to its dynamic ocean portal (incois.gov.in). This serves as a rich source of ocean information and advisory services to the society, industry, government, and scientific community.

INCOIS is responsible for collecting huge amounts of data from various institutions in India, which are involved in marine data collection, ocean observation and oceanic/atmospheric sciences. The

website is then responsible for translating it into deliverable products to a range of users- the fishing community, state fishery department officers, planning commission, ports and harbours, the shipping industry, the navy, coast guards, NHO central pollution control board etc.

Prakash Kumar, joint secretary, ministry of earth sciences says, "All the data that we get has to be achieved and kept somewhere." "It is immediately uploaded to the website," he adds.

"The department essentially provides three kinds of services," say K Somasundar, scientist e-director, ministry of earth sciences. "Firstly, it plays a crucial role in sustaining fishers development plans. Then the fishing community makes use of the information that we provide them with."

The department is also responsible for weather forecasts for coastal states. "Information related to the states of the ocean, wind direction, etc. is vital for coastal states. All this information based on winds, waves, swells, and tidal waves is generated and then put on our website," says Somasundar.

"This information – updated every three hours – is valid for five days" he says. This forecast of the state of the ocean is vital to the shipping and fishery sectors for safe travel in the sea. The navy, offshore industry, ports, and harbours require this information for cost-effective and safe operations.

In order to be able to successfully do all this, INCOIS is using the advanced remote sensing platform, Argos, which collects information from the oceans and then transmits it to the satellite, which in turn is reflected on the website. According to Kumar, There are very few websites in India, which are based on Web Geographical Information System. The website enable a person to retrieve data from the portal without knowing much about computers.

"The Web-GIS allows the users to query, analyse, and visualize spatial and non-spatial data over the web. The information required by the client can be fetched from the RD-BMS/Spatial Server and displayed on the web as intelligent maps," says Somasundar. *

The website was developed by INCOIS in collaboration with TCS. While the design and operations were managed by INCOIS, TCS provided the backend software support, which is now being maintained and continuously upgraded by INCOIS. "The website is a single window solution for the entire ocean community," he says.

The website is being built in four phases. The first two phases are already over the department is now expected to have design availabilities for WAP enabled information systems.

The portal is supported in multiple languages – Hindi, English, and other Indian languages including all coastal languages.