

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2022-24)
END TERM EXAMINATIONS, JANUARY 2024

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|-------------|------------|-------------|-------|
| Course Name | E-commerce | Course Code | 20825 |
| Max. Time | 2 hours | Max. Marks | 40 MM |

INSTRUCTIONS:

- Read the questions carefully and provide precise and point-wise legible answers.
- Assume the Data as deemed and state all your assumptions.
- Being open book examination, you may bring one text book (Hard copy) for your reference

Q1.0 You have been engaged as a digital marketing consultant for a food delivery aggregating company.

1.1 Plot and present the Customer Journey Map for a customer of this company with key touch points. (5 Marks)

1.2 Propose the low-cost digital media tools/techniques to be deployed during the "Consideration" stage of the customer journey. (5 Marks)

Q2.0 Is it less risky to steal online, rather than rob a bank?

2.1 As a customer, justify and explain the ways of protecting your online transactions from the hackers. (5 Marks)

2.2 As a business consultant, explain the eSecurity measures to ensure the Confidentiality, Integrity and Non-repudiation aspects of the Electronic Transactions (5 Marks)

Q3.0 You have been engaged as a Technology Evangelist by "SAFAL", the traditional Fruits and Vegetable company to leverage the power of e-Auctions.

3.1 Explain the differences between "English", "Dutch" and "Vickrey" eAuctions. (5 Marks)

3.2 Formulate the Roadmap for them to replace the traditional manual sealed cover bidding with Reverse Auctions in line with the Govt of India eProcurement guidelines. (5 Marks)

Q4.0 You have been engaged as a management consultant for a large high-end export-oriented company "Fiesta Tea" who are likely to introduce a new product catering to the GenX customers exploring the possibilities of employing New Generation Technologies for digital payments and recommendation systems. You need to make a preliminary presentation to the owner who has no idea about these technologies.

4.1 Illustrate the various types of recommendation systems and explain the working principles of one appropriate Machine Learning algorithm with reference to this context in layman's language. . (5 Marks)

4.2 Present the differences between e-RUPI, BTC (Bitcoin) and CBDC (Central Bank Digital Currency) of India . (5 Marks)