

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FIFTH TRIMESTER (Batch 2022-24)

END TERM EXAMINATIONS, JANUARY 2024

(Set-II)

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

INSTRUCTIONS:

- a. Read the questions carefully and provide precise and point-wise legible answers.
- b. Assume the Data as deemed and state all your assumptions.
- c. 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 an online retail company to assess it in terms of at least five unique features of e-commerce technology like Ubiquity etc.

1.1 Which of the features does the site implement well, and which features poorly, in your opinion? (5 Marks)

1.2 Prepare a short presentation to the president of the company you have chosen, detailing your findings and any suggestions for improvement you may have. (5 Marks)

Q2.0 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.

2.1 As a professional consultant you need to devise a business Model for them to launch a full-fledged ecommerce business. This should be based on the most important five key elements like Value Proposition etc. related to the business model. (5 Marks)

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

Q3.0 You have been appointed as the business consultant to "eTunes.com," a small but growing niche commerce business selling electronic gadgets online. After it was founded three years ago, it has enjoyed impressive growth of 15% per year. Their implementation of social media campaigns has particularly impelled those strong results. They desire to review and redesign their epayment modes and pricing strategies as a part of their digital transformation project.

3.1 As the business consultant, you need to give your recommendation with the presentation comprising the advantages of various modes of epayments like BHIM, UPI-II, UPI_Lite, PI One World and APES (5 Marks)

3.2 You also need to explain the various pricing strategies and recommend a suitable pricing model for their new model of ear buds of the latest design. (5 Marks)

Q4.0 You have been engaged as a Technology Evangelist by "Open Network for Digital Commerce (ONDC)", the latest eMarket place to spread the awareness among the unorganised Sellers

4.1 Illustrate the benefits of ONDC for buyers and sellers (5 Marks)

4.2 Write down the appropriate action steps to formulate an Excel based Data-driven customer segmentation Model for ONDC for the RFM (Recency, Frequency and Monetary value) analysis. (5 Marks)