



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FOURTH TRIMESTER (Batch 2017-19)

END TERM EXAMINATIONS, OCTOBER 2018

Maximum Marks: 40

E-Commerce

Maximum Time: 2 hours

Note: All questions are compulsory.

Q1. Answer the following: -

- a) Is it less risky to steal online, rather than rob a bank? Justify. Explain the ways of protecting online website operations/transactions from hackers. **3 marks**
- b) Everything cannot be purchased by money. Justify this statement in terms of google AdWords. Explain the features of a good AdWords campaign? **3 marks**
- c) "It's a Steal for You Online, but for the Seller, it could be a Raw Deal". E-commerce companies in India burning money is now a well-known concept. Despite offering massive discounts and deals, these firms face a huge challenge in getting customers to complete purchases after placing items into their shopping carts. A study on consumer propensity done by an enterprise software company SAP found that 56% of Indian Shopping online 'ditch' items placed in their shopping carts and never end up purchasing them. Explain why should website owners use Google Analytics for the above mentioned situation. **4 marks**

Q2. An online fitness retailer might want to find that a newly launched line of active wear is underperforming sales expectations. How can one use data analytic tools to know what someone speaks of its company or its competitors online? List out the different insights that can be gained by using IBM Watson Analytics for Social Media on the social media discussions? **10 marks**

Q3: Answer the following: -

- a) PayPal which is an example of an online stored value payment system that permits consumers to make instant, online payment to merchants and other individuals. Explain the concept of stored value payment systems and compare it with credit and debit card online payments. Explain the necessary characteristics of each type of payment system and give an example of each and where it is used. **6 marks**
- b) The research shows that India's online shopping is not keeping pace with its internet expansion. Many of the new users aren't even familiar with a shopping cart icon because of their unfamiliarity with the modern online retail. Explain the reasons and possible barriers for the above situation. How should website owners address these challenges? **4 marks**

Q4: Read the paragraph given below and answer the questions that follow -

Despite Amazon's internet retailing success, over time it has become clear that there is a lot of shopping that people prefer to do in person. The most glaring example is groceries - the

mother of all shopping categories, with about \$770 billion for the supermarkets represented by the Food Marketing Institute, a nonprofit group that includes the majority of such stores in the U.S.

Amazon is quietly targeting India for new brick-and-mortar grocery stores. It is a vast market, and one still largely dominated by traditional street bazaars where shoppers must wander from stall to stall haggling over prices and deliberating over unrefrigerated meat sitting in the dusty open air. Amazon's internal code name for its India grocery ambitions: Project Everest.

- c)
- a) Why various e-commerce companies are coming up with hybrid models meaning online as well as offline presence. **6 marks**
 - b) What other new services are introduced by leading e-commerce sites in India for the upcoming busy festive sale season. **4 marks**
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