



IV Semester M.B.A. Examination, September/October 2022
(CBCS) (2014 – 15 Scheme)
MANAGEMENT
Paper – LSCM5 : E-Commerce

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions, **each** carries **5** marks. **(5×5=25)**

1. Differentiate between Modern E-commerce practices and Traditional E-commerce practices ?
2. Explain emerging trends in E-Business.
3. What do you mean by CRM, explain its components ?
4. Explain How NEFT, RTGS and IMPS Differ ?
5. What are the cyber-laws relating to E-commerce ?
6. Write a short note on Business models of E-commerce.
7. Write a note on EDI applications in Business.

SECTION – B

Answer **any three** questions, **each** carries **10** marks. **(3×10=30)**

8. Explain in detail the Legal Requirements and compliances required to start E-commerce Business in India ?
9. What is E-security ? Explain E-commerce Security Solutions.
10. Explain different Types of e-payment system.
11. What do you mean by Fire wall ? Explain various types of Fire wall.

P.T.O.



SECTION – C

Compulsory Question.**(1×15=15)**

12. Case study.

Amazon is the e-commerce giant the industry has been waiting for. Net sales have been rising since 2014. In 2016, Amazon grabbed 70% of the total sales, and service sales have only been growing since then. For all those wondering is e-commerce profitable, the answer lies in Amazon's undeniable success, so much as that the "Amazon Effect" has even entered the lexicon of industry analysts.

In terms of operating income, growth has been driven by high margins from service sales. Revenue sources, AWS services and Amazon Prime subscriptions have been rising at phenomenal rates, too. A revenue generation model is a critical component of the e-commerce business plan. Anybody looking to understand how to start a successful commerce business needs to understand that making money is the key to thriving and not just surviving.

The e-commerce business model unlocks value and is the key driver of value. It makes all the difference between a unicorn and a failed start up. Scaling up to a billion-dollar value is a dream come true for many commerce businesses. For understanding billion-dollar value is a dream come true for many commerce businesses. For understanding how commerce businesses make money, business models offer further clarity.

Questions :

- a) The article above states : "A revenue generation model is a critical component of the e-commerce business plan". Explain the conflicting issue associated with the use of all Business models and four solutions that may be used to resolve this issue ?
 - b) Amazon is the commerce titan of the industry. Describe two major challenges of adopting online advertising as the sole revenue.
 - c) Give your views on how to attract customers to buy the products in order to increase sales.
 - d) Analyze appropriate business model to scale up the business.
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