UPES End Semester Examination, May 2023

Course: B. Tech. CSE (H. & N.H.)   Semester: VI
Program: E-commerce, Retail ERP & Supply Chain   Time   : 03 hrs.
Course Code: CSER3013P (Minor Elective)   Max. Marks: 100
Instructions: Answer details must relate with awarded marks for each question.

SECTION A (5Qx4M=20Marks)

S. N.		Marks	CO
Q 1	Define E-commerce business.	4	CO1
Q 2	Mention the advantages and disadvantages of E-commerce over typical commerce?	2+2	CO1
Q 3	Illustrate how a Retail ERP business suite benefit retailer?	4	CO2
Q 4	Justify "Technology help optimize supply chain management in retail business"	4	CO3
Q 5	Mention Risk Factors associated with E-commerce business in bullet points, which need risk management.	4	CO4

SECTION B (4Qx10M= 40 Marks)

Q 6	How has e-commerce evolved over the years, and what are the latest trends and innovations in the e-commerce industry?	10	CO1
Q 7	Discuss the different S/W applications constituents make Retail ERP with diagram.	10	CO2
Q 8	Explore technology landscape in Customer Relation Management & Supply Chain Management functioning in Retail ERP suite. OR Discuss which new technologies will dominate future Retail e-commerce?	10	CO3
Q 9	Analyze technology framework in e-commerce industry with diagram and role of System Integrator.	10	CO4

SECTION-C (2Qx20M=40 Marks)

Q 10	Analyze major challenges in e-commerce, including issues related to technology, security, logistics, and customer experience, and how can retail businesses address these challenges? OR Analyze major risks like Credit/Default risk, Market Risk & Operational Risk in e-Commerce business. Mention 4 risk management strategies to mitigate these losses.	10+10	CO1, CO2.
Q 11	(a). Analyze retail e-commerce businesses effectively leverage social media, mobile devices, and other digital channels to drive e-commerce sales and engage with customers in new ways? (b). Discuss the key legal and regulatory considerations that retail businesses need to keep in mind when operating in the e-commerce space, including issues related to consumer privacy, data protection, and intellectual property rights.	10+10	CO3, CO4.