UPES

End Semester Examination, Dec 2024

Course: Understanding E Business and E Commerce
Program: INT BCOMH MBA
Course Code: MKTG 2015

Semester: III
Time : 03 hrs.
Max. Marks: 100

SECTION A		
10Qx2M=20Marks		

S. No.	Answer all the questions	Marks	CO
Q 1	What has been a major advantage of e-commerce for consumers? A. Increased reliance on physical stores B. Greater access to global markets C. Reduced digital literacy D. Fixed pricing	2	CO1
2	Which of the following is a key challenge for e-commerce businesses? A. Increased foot traffic in physical stores B. Cybersecurity and data privacy concerns C. Slow internet speeds in urban areas D. Lack of global payment systems	2	CO1
3	What type of e-commerce model does eBay represent? A. B2B B. B2C C. C2C D. D2C	2	CO1
4	A significant benefit of ERP systems is A. Increased data duplication across departments B. Real-time access to information for decision-making C. Limited collaboration between teams D. High cost of implementation	2	CO1
5	Which of the following is a primary goal of CRM? A. Increasing product prices B. Building stronger customer relationships C. Reducing employee turnover	2	CO1

	D. Enhancing supplier relationships		
6	What is a major ethical concern for online consumers? A. Lack of product variety B. Unclear return policies C. Data privacy and security D. Limited access to discounts	2	CO1
7	What innovation has greatly improved customer trust in e-commerce? A. Social media advertising B. Introduction of secure payment gateways C. Growth of influencer marketing D. Use of drones for delivery		
8	The ability of e-commerce to offer a two-way interaction between users and the platform or business is known as: A. Scalability B. Interactivity C. Universal standards D. Customization	2	CO1
9	What is "penetration pricing"? A. Setting high prices to create an exclusive image B. Offering products at a low price to quickly gain market share C. Pricing based on competitors' rates D. Adjusting prices based on customer behavior	2	CO1
10	What is the primary goal of SEO? A. To increase website traffic through paid ads B. To improve the website's visibility in search engine results C. To create engaging content for social media D. To generate email leads	2	CO1
SECTION B 4Qx5M= 20 Marks			

Q	Answer all the questions	Marks	CO
1	What is an e-commerce platform, and how does it facilitate online transactions?	5	CO2
2	What role does SEO (Search Engine Optimization) play in e-commerce success	5	CO2
3	What is the role of social media in e-commerce marketing?	5	CO2
4	Define omnichannel retailing in the context of e-commerce.	5	CO2

SECTION-C 3Qx10M=30 Marks			
Q	Answer all the questions	Marks	CO
1	Evaluate the impact of mobile commerce (m-commerce) on consumer behaviour and e-commerce sales. How does shopping on mobile devices differ from desktop experiences?	10	CO3
2	Critically analyse the factors influencing online consumer behaviour. How can e-commerce businesses leverage this understanding to develop effective marketing strategies and enhance customer experiences?	10	CO3
3	Explain the role of customization in ERP systems, and why might a company need it?	10	CO3

SECTION-D 2Qx15M= 30 Marks			
Q	Answer all the questions	Marks	CO
1	**Fashion Forward: A Digital Transformation Case Study** Fashion Forward (FF) established itself as a prominent brick-and-mortar clothing retailer in India, operating 50 stores across major metropolitan areas. Despite its strong physical presence, by 2019, the company was grappling with significant challenges. Declining foot traffic and inefficient inventory management were taking their toll on the business, with annual revenue stagnating at ₹120 crores ($15 million). The retail landscape was rapidly changing, and FF needed to adapt to survive. The onset of the COVID-19 pandemic in 2020 served as a catalyst for change. The management team, recognizing the urgent need for digital transformation, made a bold decision to invest ₹8 crores ($1 million) in developing a comprehensive omnichannel e-commerce platform. This investment encompassed several strategic initiatives: developing a mobile-first website and app, implementing an AI-powered inventory management system, integrating popular payment solutions including wallets and UPI, launching targeted social media marketing campaigns with influencer partnerships, and introducing innovative AR try-on features for virtual product testing. The results of this digital transformation were remarkable. Between 2020 and 2023, FF witnessed a stunning 245% increase in overall sales, with digital channels accounting for 60% of total revenue. The company's operational efficiency improved significantly, evidenced by a 35% reduction in customer acquisition costs and a 28% increase in average order value. Customer satisfaction levels soared from 3.2 to 4.4 out of 5, while the return rate dropped considerably from 25% to 15%, indicating better customer decision-making and product satisfaction. However, the transformation journey wasn't without its challenges. FF encountered significant resistance from store managers who feared the	15	CO4

	digital shift would diminish their role. The integration of legacy systems proved technically challenging, and substantial resources were required to train staff in new digital operations. Managing real-time inventory across both physical and digital channels presented ongoing complexities, and the expanded digital presence brought new cybersecurity concerns that needed careful attention. Questions 1. The case mentions a significant reduction in customer acquisition costs and return rates. Examine the technological and operational factors that might have contributed to these improvements. How can other retailers learn from FF's experience?		
2	Fashion Forward faced several challenges during their digital transformation. Propose solutions for each challenge mentioned in the case study and explain how these solutions could be implemented effectively in similar retail organizations.	15	CO4