

Model Question Paper

Third Semester MBA Degree Examination

Managing E-Business

Time: 3 Hours

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q1 to Q7.

2. Question No. 8 is compulsory.

3. M: Marks, L: RBT (Revised Bloom's Taxonomy) level, C: Course outcomes.

			M	L	C
Q1	a.	Explain how contemporary enterprises leverage digital infrastructures to transform traditional business models into fully digitalized ecosystems?	03	L2	CO1
	b.	Build the E-enterprise model on to a traditional brick-and-mortar business, by considering basic Characteristics of an E-Enterprise in terms of organizational structure and potential challenges.	07	L3	CO2
	c.	Compare and contrast the management of a conventional business versus an e-business.	10	L2	CO1
Q2	a.	With reference to strategic, Tactical and Operational parameters define Strategy.	03	L2	CO1
	b.	A company is facing challenges in integrating its supply chain, CRM, and ERP systems. Select the suitable strategic planning process that would align these e-business strategies.	7	L3	CO2
	c.	A business wants to integrate web-enabled business management and CMS to improve customer engagement and streamline operations. Choose the suitable strategic planning.	10	L3	CO3
Q3	a.	Brief about the emerging trends in business.	03	L2	CO1
	b.	A local retail store wants to expand its reach using e-commerce. Identify the suitable business model and revenue model that would fulfill their requirement.	07	L3	CO2
	c.	Select suitable social commerce strategies that can be used to improve sales and customer engagement.	10	L3	CO3
Q4	a.	Develop a suitable e-business strategy, like CRM and web-enabled management; those can be leveraged by digital firms to enhance customer loyalty.	03	L3	CO1
	b.	A small online business is looking for a secure and cost-effective electronic payment system. Utilize the different types of payment systems and recommend a suitable one.	07	L3	CO4
	c.	Identify the key infrastructure issues that need to be addressed to ensure the smooth functioning of electronic fund transfers in e-commerce.	10	L3	CO4
Q5	a.	Detail the business model of B2B and B2C.	03	L2	CO1
	b.	An e-commerce company has experienced a data breach. Identify the steps it should take to address the legal and customer protection issues.	07	L2	CO4
	c.	To ensure secure and legally compliant e-commerce transactions, develop a suitable taxation and encryption policy that can be implemented by an individual.	10	L3	CO4

Q6	a.	Give a brief overview of cyber law	03	L2	CO3
	b.	A local bookstore wants to increase sales by offering e-books and audio books online. Apply business models relevant to digital commerce to integrate these offerings with their existing physical store	07	L3	CO3
	c.	An e-commerce startup is looking for a cost-effective and secure way to process online transactions from customers using various payment methods. Identify the key aspects they should consider when selecting an electronic payment system.	10	L3	CO4
Q7	a.	Explain about Electronic payment system?	03	L2	CO4
	b.	A growing online retailer is expanding its operations internationally. Identify legal and privacy challenges related to consumer protection and data transfer they might encounter in different jurisdictions.	07	L3	CO3
	c.	A company is facing an increasing number of fraudulent online transactions. Develop strategies for business over the internet they can implement to mitigate these risks and ensure secure operations?	10	L2	CO4
Q8	<u>Case Study (Compulsory)</u>				
	Consider a small, established bakery with a loyal local customer base. They notice an increasing number of inquiries about online orders and deliveries, especially for custom cakes. The owner wants to start selling online to cater to a wider audience but is concerned about managing online orders alongside their regular in-store business and ensuring secure payments.				
	a.	Examine the ways for the bakery to leverage e-business strategies to effectively manage online orders and integrate them with their existing production schedule and in-store sales?	10	L4	CO4
	b.	Analyze the key considerations that the bakery should take into account when implementing an electronic payment system for online orders to ensure customer trust and data security?	10	L4	CO4
