

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER– III EXAMINATION – WINTER 2019****Subject Code: 3539283****Date:02-12-2019****Subject Name: E-Commerce****Time: 10:30 AM TO 1.30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** Explain following terms: **14**
- (a) Social e-commerce
 - (b) Spyware
 - (c) Cyber-piracy
 - (d) Enlist major B2B business model
 - (e) Differentiate e-commerce & e-business
 - (f) Supply chain simplification
 - (g) Exchanges
- Q.2** (a) What is e-commerce? Explain advantages and disadvantages of e-commerce. **07**
- (b) “E-commerce technology has some unique features.” Describe features of e-commerce technology. **07**
- OR**
- (b) A company wants to enter in e-commerce market and sell apparels, footwear, and electronics to final consumers. Which business model suits the company best? Explain it with its advantages and disadvantages. **07**
- Q.3** (a) Explain different B2C e-commerce business models in detail with suitable examples. **07**
- (b) Describe eight key elements of business model in detail. **07**
- OR**
- Q.3** (a) Explain in detail different types of e-commerce payment system available for a company to offer payment options to its customer. **07**
- (b) Amazon, flipkart and alibaba are giant companies in the field of e-commerce. What key security threats e-commerce site face in environment? **07**
- Q.4** (a) What are benefits and challenges for B2B e-commerce? **07**
- (b) Suppose you own an e-commerce company, what are technology solutions and tools available to you in order to achieve site security? **07**
- OR**
- Q.4** (a) Explain the benefits of e-supply chain management in detail. **07**
- (b) ‘Customer should be treated fairly and swiftly.’ – explain it with regards to importance of customer relationship management in e-commerce. **07**

Q.5

Alibaba started its single day sale on 11 November 2008 popularly known as 11.11. Every year on this day the company offers its biggest ever sale. Alibaba Group Holding Ltd logged 213.5 billion yuan (\$30.7 billion) in sales for its annual Singles' Day sales on 11 November 2018. Xiaomi Corp., Apple Inc. and Dyson Ltd products were the top three brands in early sales. Alibaba surpassed the 100 billion yuan mark less than two hours into Singles' Day. In 2017, Singles' Day drove \$25.3 billion in sales, equivalent to six Prime Days (the Amazon event drove \$4.2 billion in sales in 2018). This year, the event's 10th anniversary, more than 180,000 brands are participated in the event, with 500,000 items involved in the sale. Chinese companies as well as international companies take part in this event. For non-Chinese brands like Mercedes Benz, Levi's and Adidas, Singles' Day is an enormous opportunity but one fraught with challenges when it comes to navigating ad options for reaching Chinese consumers on 11.11.

For Chinese shoppers, Singles' Day promotions start appearing about 30 days before the event. Seven days before becomes prime time: Shoppers can begin adding things to Alibaba's subsidiaries Tmall and Taobao carts, with the transactions going through on Nov. 11 itself. But planning starts about six months in advance, when brands start "locking up" valuable real estate, like an app takeover or banner ad. Logistics, merchandising and tackling customer traffic on the sale day is the biggest challenge for world's giant e-commerce platform.

In September, Tmall's watch division developed a report on China's wristwatch market, and, based on the report's findings, invited 50 young designers within Alibaba's ecosystem to create 600 designs. Of these, 50 were selected for concept testing with a small group of shoppers, and the 17 designs selected having been produced by 10 Chinese watch brands -- including Wussa, Geya, and Jonas & Verus -- and were launched on Sunday during the 11.11 event.

In order to give great customer experience, Alibaba also offered its products offline whereby customers can experience its top products at Tmall's Offline outlet.

- (a) What problems & challenges Alibaba, its customers and companies may face if it offers a single day sale on its e-commerce platform? **07**
- (b) What care Alibaba should take in order to deal with such a big sale on its e-commerce site? **07**

OR

- Q.5**
- (a) How Alibaba should tackle with the other competitors to increase its sales and drive attention of international customers? **07**
 - (b) Explain advantages to Alibaba for offering a single day sale. **07**
