

INDIAN MARITIME UNIVERSITY
(A Central University, Govt. of India)
End Semester Examinations – June/July 2019
Semester IV
B.B.A (Logistics, Retailing and E-Commerce)
E-Commerce I-(UG31T1404)

Date: 13.06.2019

Max Marks :100

Time: 3 Hrs

Pass Marks: 50

Part-A

Answer all the questions

10 x 1 = 10

1. E-Commerce refers to
 - a) any form of business transaction conducted only online
 - b) any form of business transaction conducted only offline
 - c) any form of business transaction conducted online and offline
 - d) None of the above
2. Which one of the following is the emerging retail e-commerce market?
 - a) Brazil, USA, and Canada
 - b) China, India and Brazil
 - c) China, India and Germany
 - d) China, India and Britain
3. Web portals are gateways to the more than 100 billion ---available on the Internet.
 - a) Navigation
 - b) Web pages
 - c) Content
 - d) Protocol
4. What is known as the percentage of visitors entering a site who leave immediately after viewing one page only?
 - a) Hit rate
 - b) Conversion rate
 - c) Bounce rate
 - d) None of the above
5. Business-to-business market in the _____ is massive.
 - a) USA
 - b) UK
 - c) UAE
 - d) Singapore
6. Based on a recent survey of Internet traffic, the top most popular uses of the Internet use
 - a) Research
 - b) Interactive games
 - c) Discussion Groups
 - d) Electronic mail

7. _____ is a description of the rationale of how a company creates, delivers and captures value for itself as well as the customer.
- Business model
 - Business Plan
 - Neither A or B
 - None of the above
8. SDLC means
- Survey development life cycle
 - Synergy development life cycle
 - Systems development life cycle
 - None of the above
9. What is/are software processes, technically known as robots?
- URL
 - Spiders
 - Protocols
 - Spams
10. _____ is the biggest headwind faced by e-commerce companies.
- Cracking
 - Crashing down the websites
 - Non-security
 - Competition in the form of discounts

Part – B (200 words)

Answer any 6 questions $6 \times 7 = 42$

- Briefly trace the history of E-commerce.
- What do you mean by E-commerce business model(s)? Give examples.
- Describe the involvement of category of people in social networks?
- What is quality score? How Google does it?
- How can E-commerce challenges be overcome?
- What is the TCP/IP?
- Explain the business model innovation.
- Write a note on: Major Portal Types with *suitable examples*

Part-C (500 Words)

Question No.19 is compulsory and

Answer any 3 questions of the remaining 5 questions 4 x 12 = 48

19. Read the mini case study carefully and answer the following questions IN YOUR OWN WORDS:

Amazon.com, Inc. is an American multinational technology company based in Seattle, Washington that focuses on e-commerce, cloud computing, and artificial intelligence.

Amazon is the largest e-commerce marketplace and cloud computing platform in the world as measured by revenue and market capitalization. Amazon.com was founded by Jeff Bezos on July 5, 1994, and started as an online bookstore but later expanded to sell video downloads/streaming, MP3 downloads/streaming, audiobook downloads/streaming, software, video games, electronics, apparel, furniture, food, toys, and jewelry. The company also owns a publishing arm, Amazon Publishing, a film and television studio, Amazon Studios, produces consumer electronics lines including Kindle e-readers, Fire tablets, Fire TV, and Echo devices, and is the world's largest provider of cloud infrastructure services (IaaS and PaaS) through its AWS subsidiary. Amazon has separate retail websites for some countries and also offers international shipping of some of its products to certain other countries. 100 million people subscribe to Amazon Prime.

Amazon is the largest Internet company by revenue in the world and the second largest employer in the United States. In 2015, Amazon surpassed Walmart as the most valuable retailer in the United States by market capitalization. In 2017, Amazon acquired Whole Foods Market for \$13.4 billion, which vastly increased Amazon's presence as a brick-and-mortar retailer.

Amazon is guided by these principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence. How humans and robots work together to get packages to customers are really interesting. State-of-the-art technology, like the robotic tech vests, help increase efficiency, reduce defects, lower prices, and improve workplaces around the world. When Gregory Moss walks into work at a California-based fulfillment center and approaches his

work station for the day, 15 robots are by his side, delivering bins of items for him to sort, stow, or count.

Moss is also one of 25-30 people in his shift who wear a robotics tech vest, allowing him to send a signal to the robots on the floor so he can safely move around the building. The vest uses advanced sciences, like AI and sensors, to draw an access path around Moss, so the robots automatically slow down or update their route to avoid the area where he is working.

- (i) Do you think that Amazon's size is becoming a problem in e-business?
 - (ii) How are Amazon's guided principles justifying the goals of the organization?
 - (iii) "Machine over man". How far it is true? Discuss the pros and cons of man and machine.
 - (iv) Suggest a suitable title to the mini case study.
20. Explain the key elements of a business model.
 21. What are the typical portal revenue sources?
 22. Describe your online shopping experience vis-à-vis traditional shopping? If online shopping is not done by you so far, give the reasons of it.
 23. "The Internet is a reasonable alternative to all of those means of communication". Comment
 24. What are the future prospects of E-commerce in India?

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