



**NAVACHANA
UNIVERSITY**
a UGC recognized University

School: School of Business & Law
Program: MBA
Year: 2nd **Semester:** 3rd
Examination: End Semester Examination
Examination year: December - 2021

Course Code: MK 216

Course Name: E-Commerce & Digital Markets

Date: 02/12/2021

Total Marks: 40

Time: 08:30 a.m. to 10:30 a.m.

Total Pages: 02

Instructions:

- Write each answer on a new page.
- Draw diagrams in answer sheet wherever necessary.
- * COs=Course Outcome mapping, # BTL=Bloom's Taxonomy Level mapping

Q. No.	Details	Marks	COs*	BTL#
Q.1	Describe in details, the Business background, E-Business model, Revenue sources, Costs, Product / Services and any other relevant details about POLICYBAZAR and PRACTO.	5	CO3	BT3, BT4, BT5
Q.2	Explain any Five (05) terms / definitions from below with one suitable example for each: i. Brick & Click Business ii. Bounce Rate iii. Drop Shipping iv. Affiliate Marketing v. Merchant Account vi. Site Map	5	CO1	BT2, BT3,
Q.3	ChemicalMarkets.com is an E-Commerce website based on 'Online Marketing' E-Business Model by Activity. It provides facilities where buyers & sellers can meet to exchange information, negotiate and place orders for deliveries. The company has also thought of additionally adopting the 'Virtual Store' E-Business model. What all features are required to be put in by this company in their website for this 'Virtual Store' model?	5	CO2	BT2, BT3, BT4
Q.4	Illuminatis.com, an online home lighting products & solutions selling company wants to promote its website over the Internet. Explain how the company can make use of Google AdWords/Ad-Sense, Blogging, Social Media Marketing and other Digital Marketing Platforms to promote its products online.	5	CO4	BT3, BT4, BT5

Q.5	Buildyourdesign.com is an E-Commerce website based on 'E-Learning' E-Business Model. It provides facilities for taking up online courses on creating designs for furniture and home décor products. The company has also thought of additionally adopting the 'Virtual Communities' E-Business model. What all features are required to be put in by this company in their website for this 'Virtual Communities' model?	5	CO2	BT3, BT4, BT5
Q.6	Mr. Siddharth Goyal, the CEO of Adventurecamping.com is in need of funds to wipe out its competitors. Explain the different rounds of funding that Mr. Goyal will have to undergo to achieve this target. Justify the reason to undergo each round of funding.	5	CO2	BT2, BT3
Q.7	Mirrorwala.com, an online mirror selling store has adopted 'Make-to-Stock' as it's Order Fulfilment Strategy. Additionally, to serve customers better the company also wants to include the 'Assemble-to-Order' strategy. Explain how this new strategy will affect its customer segments and what new features will be required to be built into its existing website.	5	CO2	BT2, BT3, BT4
Q.8	Differentiate between Physical Stores & Online Stores. State the advantages and disadvantages for both the models citing examples. List down at least 03 (three) types of businesses which cannot have a 100% online presence with appropriate reasons.	5	CO1	BT2, BT3

*****End of Question Paper*****