

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM Finance- 2017-2019, Trim IV (Batch 2017-19)

Subject: E Business
(End Trimester examination)

Maximum Marks: 50

Duration: 3 hours

Date: 22nd September, 2018.

Notes:

- 1. Question 1 is compulsory**
- 2. Answer 4 out of remaining questions**
- 3. Make suitable assumptions if required and state them**

Q.1 As an entrepreneur what would be your strategies of writing unique and impressive business plan? Explain contents of your business plan. **(10 M)**

Q. 2 explain e-business models in details with one example each. **(10 M)**

Q.3 What are the current e-business/commerce security issues? Write a case (example) which elaborates any real time security disaster in e-commerce/business. **(10 M)**

Q.4 Explain what are the different ways of funding your e-business. **(10 M)**

Q. 5 what are the ways of funding your startup e-business. Explain how e-commerce crowd funding model would work for your business idea. **(10 M)**

Q.6 Explain in detail how affiliate and digital marketing is changing the real e-business scenarios. **(10 M)**

Q. 7 what are the key activities and key performance indicators (KPI's) one needs to carry and control for successful e-business operations. **(10 M)**

Q.8 Write short notes (any two) **(10 M)**

1. Traditional Vs Electronic payments in e-commerce
2. E-business development process
3. Availability Management

-----All the very best! -----