

Date: 12.09.2017

Maximum Marks: 50

Duration: 3 hrs

Note: Q1 and Q7 are Compulsory Marks 10

Solve any 3 from the remaining Marks 10

Q1.

CASE STUDY

-10 Marks

Finch Goods Co is an Ecommerce company involved in the curation of extensively-researched selection of high-quality fashion finishing's and lifestyle products for men. Just about six months into the development of the business, Richard, the founder, decided to share his documentation of how the start-up is evolving as he wanted to provide enough inspiration to motivate you to get started.

His main challenges during his start-up phase were:

- Time commitment involved in curation: Finch Goods Co is a business that curates the best men's accessory products, so Richard spends a lot of time curating and selecting pieces that are the top in style, quality, value and accessibility.
- Managing and maintaining solid relationships with suppliers: As a start-up, Richard has to personally contact his suppliers, ask for details, arrange his orders, do multiple followups and make inventory decisions – all by himself.

Solutions Used:

Richard likens his Ecommerce store to a bucket. As mentioned, his biggest challenges were the time and the effort he needed to personally use to “fill up his bucket” and increase visitors to his website.

As such, he doesn't want to lose everything he's put into the bucket, so he developed several solutions to plug the Ecommerce bucket holes by devising a solid marketing foundation such as:

- Sending cart abandonment emails: With everything he's invested in his website, Richard surely didn't want customers to just come in and go without purchasing anything. He uses the app Klaviyo to send cart abandonment emails and track his email marketing campaigns.
- Incentivizing customer transactions: As a part of his Customer Loyalty Program, Richard makes it a point to give points (see what we did there?) to his customers every time they complete actions such as account creation, customer referrals and purchases.
- Delighting his customers: He believes in the “law of reciprocity” which states that if you do something nice to someone, they'll have an intense psychological urge to do something nice in return. What he does for his customers doesn't need to be extravagant; as he states, it can be as simple as “handwritten cards with an order, a small additional gift with larger orders, and sometimes, I just send our best customers a gift at random just as a thank you.”

Keeping minimum inventory: Richard ships from his home office and carefully packages customer orders (with his high-end matte black coffee bags or standard size box filled with crinkle paper) while keeping his inventory as little as possible

Questions: (5 marks each)

1. What are the key takeaways from the above case ?
2. Do you see any “long term benefit” of the solutions discussed by Richard ?

Q2. Explain the growth of E-Business and E-Commerce in India with suitable examples. Highlight the various Business Models and their characteristics with examples. **-10 Marks**

Q3. What is cloud computing? Explain few applications of cloud in Ecommerce. **-10 Marks**

Q4.

- a. What is a role of “seller” with respect to Amazon marketplace? When does Amazon set into competition with its own sellers? **-05 Marks**
- b. What are the different ways in which an E-Business system can be implemented. Describe the common implementation issues and risks of an E-business system in detail. **-05 Marks**

Q5.

- a. Who founded “Redbus.com” and highlight the journey with help of various E-business success factors? **-05 Marks**
- b. Explain various revenue models with appropriate examples. **-05 Marks**

Q6.

- a. Create a layout of Business Model Canvas and explain various building blocks in detail. **-05 Marks**
- b. Explain the role of social media in Ecommerce marketing . **-05 Marks**

Q7. Short Notes: (Any 5) -10 Marks

- a. Online Direct Marketing
- b. MMID
- c. Electronic POS
- d. Bitcoin
- e. Data Analytics
- f. Mobile Wallet
- g. Big data in E-commerce
- h. Name your own price