

E-BUSINESS

**Total Marks :50**

**Time : 3 Hours**

**Date : 12/01/2019**

- Notes:**
1. All Questions are compulsory.
  2. Validate your answers with data and examples.
  3. Q.I is compulsory and answer any 4 questions from remaining.
  4. All Questions carry equal marks.

**Q.I .Flipkart Case study:**

**10**

**Flipkart.com-Shopping Ka Naya Address**

Flipkart had a big challenge on its hand when the company was launched in India. It had to appeal to the conservative Indian shopper who looking for value for money, convenience and security. The company found its place in Indian consumer 'choice set for online shopping through a series of heart-warming and funny advertisement. They launched advertising showing three generation of families benefiting from Flipkart. *Nokidding, Noworries* advertisement leverage acting skills of kids and served awesome expression to family audiences, garnering mass appeal in return.

Flipkart has been successful by crafting a careful consumer segmentation targeting and positioning strategy as is has been successful in understanding the Indian consumer's mentality and has taken appropriate step to establish itself. Flipkart needed to cater to the Indian consumer both in the context of services provided to gratify his/her subconscious need such as comfort and safety as well as the right products on offer to satisfy his/her needs.

Moreover, Flipkart offered considerable discount as compared to physical stores attracting the customers. The company quickly achieved a variety-based positioning in the Indian market and became the trusted name in e-commerce, selling electronic articles, mobiles, laptops, and their accessories, along with books, apparel, household items, etc. This brought out the need to penetrate the markets further.

Flipkart's primary consumer segment comprised internet-savvy consumers, who were looking for the convenience of making a purchase from home. These were people who preferred a hassle-free approach shopping and comprised an equal proportion males and females, specifically in the content of the urban population. Flipkart's consumer research told them that people were comfortable spending about Rs.5000 on shopping online, wanted a comfortable, hassle-free environment for shopping, and were not very particular about discount on electronic being sold online They were impressed with the diversity in choice available, while shopping through an online portal.

Flipkart defined its target consumer as those who were not emotional about the shopping

as a task. They were national, calculative, and focused individuals. They were looking for a brand which was reliable, trustworthy, honest, and credible. Flipkart supported this targeting and positioning strategy round of visibility on television, in the digital media, and the offline including advertising heavily on bus stops. The Indian consumer was still apprehensive about online transaction and use of credit cards. To overcome this issue, Flipkart launched cash-on-delivery [CoD] system and also a 30-day no-question-asked return policy. Although this considerably increased sale, it led to other problems. The cash return became slow and Flipkart was at the mercy of the courier companies. Subsequently, Flipkart logistics was born to take care of entire logistics for Flipkart and also with a vision to expand further in to a logistics provider. Providing so many features, they appealed to the young and old consumer alike who were willing to shop quickly and easily, and were guaranteed excellent delivery time and service by the most trustworthily name in e-commerce in India. Flipkart has now achieved a strategic position in the market, which is not possible for other firms to imitate.

### **Questions:**

1. How is an e-commerce portal like Flipkart promoting online shopping

What are the latest business associations Flipkart has ventured into?

2. Profile Flipkart's recent festive campaign, for example Big Billion Day (BBD), 2018, in India.

3. What did Flipkart do to target the right consumers? Were they successful?

### **ANSWER ANY 4 QUESTIONS FROM THE FOLLOWING:**

**40**

**Q.II.** B2B model is these days a preferred Funding Mode of Investment by Unique Investment. Rahul is a fresh Management Graduate who advises in to investing in to B2C firm. You are the CIO of the company and mentors Rahul on the specialties of B2B model and the quick way to profitability with examples.

**Q.III.** Which are the online Payment Methods? Explain in brief. Explain in detail the Credit card Payment Processing Methodology.

**Q.IV.** Explain in detail the B2C step by step processes.

**Q.V.** "Success of E-business is effective Marketing"- validate this statement with various Marketing methods in E-business World.

**Q.VI.** a) Explain the term Firewall and how does it protect a web site from the various Web site risks.

b) Explain any 3 key measurement parameters for understanding the success of an E-business website.

**Q.VII.** Enumerate E-Business Plan Contents.

#### **Explain in Detail :**

1. Executive Summary
2. Marketing Plan
3. Financial Plan

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