

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM(FS) Fifth Trimester (Batch 2016-2018)

Subject: E-Business (End Term examination)

Maximum Marks: 50

Date: 02/01/2018

Notes:

- 1. Question No. 1 is compulsory.**
- 2. Answer any 3 question from Question 2 to Question 5.**

Question 1: Case Study: The New York Times Paywall (20 Marks)

- a. How would you evaluate the current Paywall compared with the two prior ones? Do you think it is appropriately designed compared with the Financial Times or the Wall Street Journal?
- b. Why are newspapers in trouble? What is the goal of The Times in creating the Paywall?
- c. Should The Times actively manage its transition from print to digital?
- d. Does the Paywall seem like a good strategy for newspapers in general?

Question 2 (10 Marks)

- a. What are the various forms of electronic cards used for payment purposes in e-business firms?
- b. Explain the strategies used by firms for marketing on the web.

Question 3 (10 MARKS)

- a. Define the following terms as they apply in E-Business:
i) Pure-play ii) Content-provider iii) E-business model iv) Banner advertising v) Stickiness

Question 4 (10 MARKS)

- a. Describe some revenue models for social networking sites.
- b. Describe the strategy used by designers of websites for getting a page added in search engines, and getting it ranked high for target keywords.

Question 5 (10 Marks)

- a. What are the various security aspects related to the firewall system in an organization?
- b. Write short notes on domain names?

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