

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,**  
**Vidyavihar, Mumbai- 400077**

**Program: PGDM RM V (Batch2016-18), Subject: E-Retailing**  
**(End Term Examination)**

**Maximum Marks: 50**

**Duration: 3 hours**

**6pm**

**Date: 29/12/2017**

**Time: 3pm to**

**Instructions: i) Question 1 is Compulsory.**

**ii) Answer Any Three from Q 2 to Q 5.**

**QUESTION 1**

Read the case and answer the questions given below: **14 Marks**

**Tatasteel.co.in**

Established in 1907 at Jamshedpur, the company is one of India's best known symbols of industrial growth. It represents the country's single largest, integrated steel works in the private sector, with a market share of about 13 percent. The company is India's single largest exporter of high quality, value added steel products. It is the producer of one of the cheapest HR coils in the world. A blue-chip company, Tata Steel Ltd. has successfully raised \$100 million through Euro bonds.

The company offers a diverse range of products and services. These include HR/CR coils and sheets, tubes, construction bars, forging quality steel, rods, structural strips and bearings, steel plant and material handling equipment, Ferro alloys and other minerals, software for process controls, and cargo handling services. Sister companies offer tinplate, wires, rolls, refractories, project management services, and material handling equipment.

The company has technological and strategic tie-ups with world leaders such as Thyssen, Nippon Steel, Hitachi, Posdata, SMS, Krupp Stahl and Mckinsey.

**E-Business:** Tata Steel established e-business through its website [www.tatasteel.co.in](http://www.tatasteel.co.in).

**E-Sales:** Building a trusting, long lasting and mutually beneficial relationship with their customers has been Tata Steel's fundamental belief and driving force. This has formed the cornerstone of all their initiatives. In line with this, their latest offering is the self-help customer service.

Their site offers you a collection of reports on an online basis anywhere-anytime, easy to read directly from their SAP R/3 system. As a valued customer, you can now access information ranging from your order status to delivery status, invoices to credit notes,

payment dues to credit status, and many more through exclusively tailored reports.

**E-Procurement:** The e-procurement site is Tata Steel's Business-to-Business (B2B) procurement platform. Among the many forward looking initiatives being undertaken by Tata Steel to tap the tremendous opportunities offered by Information Technology, especially the Web, e-procurement is one of them being used to conduct business with the suppliers. The suppliers of Tata Steel, who would become e-partners, are expected to reap lot of benefits through this system.

**E-Auction & Tenders:** The Tata Iron & Steel Company was founded by the visionary Indian industrialist Jamshedji Nusserwanji Tata in 1907. Today, the company consists of steel works at Jamshedpur with its own captive collieries at Jharia and West Bokaro and ore mines. It has a wide product range that includes billets, structural bars, strips, tubes and bearings, H-R coils, C-R coil, GP sheets and plates.

The Secondary Products Profit Centre focuses its attention on marketing of products which are secondary to the company's main business. It encompasses selling of steel scrap, used and rejected material, by-products, raw materials from works, undersize and extra generation from their collieries, and obsolete capital equipment and spares. The division has its headquarters at Jamshedpur and marketing office at Kolkatta.

In order to meet the customer's demand in the best possible manner, this site has been launched for Tender Information and online quoting, which is the quickest method to serve the customers.

**Questions:**

- a) What are the advantages of having a website for e-sales? (3 marks)
- b) What are the advantages of having a website for e-procurement? (3 marks)
- c) What kind of model does [www.tatasteel.co.in](http://www.tatasteel.co.in) fit in? (4 marks)
- d) What additional features will further improve the usefulness of [www.tatasteel.co.in](http://www.tatasteel.co.in)? (4 marks)

**QUESTION 2**

**12 Marks**

Distinguish between ANY THREE of the following:

- a) [Alibaba.com](http://Alibaba.com) vs. [Flipkart.com](http://Flipkart.com)
- b) [Shopclues.com](http://Shopclues.com) vs. [Snapdeal.com](http://Snapdeal.com)
- c) [Ebay.com](http://Ebay.com) vs. [Amazon.com](http://Amazon.com)
- d) [Netflix.com](http://Netflix.com) vs. [Ultrarichmatch.com](http://Ultrarichmatch.com)
- e) [Bigbasket.com](http://Bigbasket.com) vs. [Asos.com](http://Asos.com)

**QUESTION 3**

**12 Marks**

Explain with examples ANY THREE of the below E-Commerce Models:

- a) C2B
- b) G2B

- c) C2G
- d) G2G

**QUESTION 4**

**Answer ANY ONE from below**

**12 Marks**

- i) Explain with proper flow chart, the types of inventory models practiced by the online retailers. Give appropriate examples.

OR

- ii) Explain with proper time line chart, the E-Commerce evolution in India

**QUESTION 5**

**Write short notes on ANY THREE:**

**12 Marks**

- a) Security issues faced by online shoppers
- b) Merchant model
- c) Brokerage model
- d) Aggregator model
- e) Subscription model

-----End of Paper-----