

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
PGDM-COMM, RM, IB,& MMS (2016 – 18)
E-BUSINESS - TRIMESTER VI

Date: 14.4.2018

Total marks : 50

Time : 3 Hours

- 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. 10

A. You are the Media Manager of an advertising Firm "ADWORKS". Explain to the new Management trainee the difference between Traditional Marketing and E-marketing.

B. You are the Finance Manager of a Startup Food Delivery E-Business company- **EAT WELL**. The CFO wants to present a "Brown Paper" for Capital expenditure on purchase of Internet Security Software. The CFO has asked you to help him in making this Brown Paper on the necessity of such expenditure during the initial period.

ANSWER ANY 4 QUESTIONS FROM THE FOLLOWING: 40

Q.II. "MCommerce will touch almost all aspects of Life in next 5 years in India" Do you agree? Explain with data and examples on recent trends.

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

Q.IV. Your neighbor Mr.Shah wants to transact Online and buy LeEco TV Online. However he is afraid of his credit card data being hacked . As an E-Business Expert he comes to you for advice. You have to explain him the Technologies and means employed by E-business to protect his data.

Q.V. Explain the concept of E-Wallet and how the payment processing happens.

Q.VI. "For an E-Business to be successful Marketing is essential"- Do You Agree? Explain the Search Engine and Public Relations as important aspects of E-Business Marketing.

Q.VII. Enumerate E-Business Plan Contents.

Explain in Detail :

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