

TYBMS Sem - V April - 2018
Ecom & Digital Marketing

Q.P. Code : 20954

[Time: 2½ Hours]

[Marks: 75]

Please check whether you have got the right question paper.

- N.B: 1. All questions are compulsory and carry 15 marks each.
2. Solve any 2 out of (A), (B) and (C) in Question 1 to 4.

- Q.1 a) What is Ecommerce? Explain the factors responsible for Ecommerce.
b) Explain in detail any 3 categories of E Commerce.
c) List and explain the issues in implementing E Commerce.

- Q.2 a) Write a note on Applications of EDI.
b) Explain the following important concepts in E-Business:
i) Data Warehouse
ii) Customer Relationship Management
iii) Supply Chain Management
c) Explain the advantages of a business website. List the principles of Web Design.

- Q.3 a) What is a Payment Gateway? List its advantages.
b) Explain the types of Transaction Security
c) Explain the need for E Commerce Laws.

- Q.4 a) Explain in detail the advantages of Digital Marketing on social media
b) Explain the following concepts in Digital Marketing:
(i) SEM (ii) Email Marketing (iii) Online Advertisement
c) Write a note on promoting web traffic.

Q.5 **Case study: Amazon flies high with "Udaan"**

Started in May 2015, Amazon rolled out Project 'Udaan' to expand its reach in rural and semi-urban areas by tying up with offline partners such as kirana, medical stores and mobile shopping outlets so that local entrepreneurs could assist the uninitiated in shopping online. What started with just two partners, including business correspondent Vakrangee, which also acts as a last-mile link to villages, and 15 stores across two locations in Maharashtra and Rajasthan has now penetrated deeper into the hinterland.

Udaan providing digital access, opening self-employment opportunities and encouraging entrepreneurship as it is about transforming the buying experience for everyone irrespective of age, gender, location and socioeconomic stature.

Questions:

1. What strategies can Amazon adopt for a strong foothold in rural areas?
2. Discuss how buying experience can be enhanced with Rural customers.
3. What are the various characteristics responsible to provide the boost to a project like "Udaan"?