

TyBMS (V) / E-comm & Digital Marketing / 100

Q.P. Code : 746402

Time: 2 ½ Hours

Max. Marks: 75

- INSTRUCTIONS: 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.

Q1

- Explain E-Commerce & its features
- Explain the various environmental factors that have an impact on E Commerce.
- What is M Commerce? Explain its benefits

15

Q2

- Explain the steps involved in launching an E-Business.
- Explain Bricks & Clicks Model with examples
- Discuss the benefits & drawbacks of EDI

15

Q3

- What are the various issues relating to Privacy and Security in E Business?
- Explain any three Payment Systems
- Explain in brief the IT Act 2000

15

Q4

- What is Digital Marketing? Explain its advantages & Limitations
- Explain Digital Marketing on various Social Media platforms
- Write a short notes on Campaign Marketing & Blog Marketing

15

Q5 Case Study - Flipkart- Amazon Of India

15

E-commerce transactions in India are gaining popularity at the very fast pace majorly due to its attributes of ease of shopping, good discounts, social media integration, cash on delivery mode of payment etc. The industry is all set to grow and beat the records considering the recent show of strength of several E-commerce companies of India Inc in their capability to raise funds as well. Flipkart – One of the leading Indian e-commerce companies headquartered in Bangalore, Karnataka. The overall brand value of FLIPKART is good, but it is facing tough competition from its global as well as local competitors. But in India, it is the most superior E-business portal which is aggressively expanding and planting its roots deep into the Indian market and at the same time shifting the mindset of the people i.e. from going and shopping from physical stores to online stores, which is enormous.

- Discuss the Initial Challenges faced by Flipkart
- How Flipkart succeeded in Building the Trust of Online customers?
- How can Social media can be used to increase the market share of the Brand?

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