

RUPESH

Q.P. Code : 20955

[Time: 2 $\frac{1}{2}$ 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) Describe the factors responsible for the growth of E-Commerce.
 - b) Explain M-Commerce and its benefits.
 - c) Explain the Impact of Ecommerce on Business

- Q.2**
- a) Explain the Bricks & Clicks Model and the Pure Online Model.
 - b) Explain Data Ware housing & SCM
 - c) Write a short note on EDI Applications.

- Q.3**
- a) Discuss in detail the issues relating to Privacy and Security in E Business?
 - b) Explain the following payment systems: Credit Card, EFT, E-cash
 - c) Explain in brief the IT Act 2000.

- Q.4**
- a) Explain Digital Marketing and list its advantages.
 - b) Explain the following concepts in Digital Marketing:
(i) SEO (ii) Blog Marketing (iii) Online Advertisement
 - c) Write a note on search engine marketing

Q.5 Case study: #TheIndispensables

Godrej as a brand has been already established as a household name. However, its pedigree is that of stability rather than innovation, especially in the appliances segment. To break free of this impression they devised a branding + personification strategy. Literally the appliances would speak for themselves.

Godrej Indispensables, an online web sitcom starring various products. Why Indispensables? Well they are confident that the products abilities to handle all that is thrown at them in a day to day functioning of a household. They are the silent protectors of a family's home, the behind the scenes heroes of everyday chores. Every episode shows them faced with a daily plight which they resolve in a way unique to their persona. Using 3D animation, we brought to life these selfless helpers and given them a wide variety of quirks and personalities.

So far the videos have garnered cumulatively over 50000+ views on YouTube. A special hashtag called #TheIndispensables was created to launch the first series of videos. In it they asked out followers to list out their gadgets which they felt were indispensable to them. This #tag trended globally and gave the campaign a sizable boost in impressions. The products themselves will dispense some much needed advice on how to better operate them. Going Ahead – The Indispensables will continue to thwart household crisis, and keep audience entertained and informed.

Questions:

- Q.1. How does an appliance brand enhance brand presence in an already cluttered social space?
- Q.2. Online consumers read reviews and recommendations when making a purchase. Justify
- Q.3. What advantages Godrej can enjoy if they are successful in Online marketing?