

School of Business

Department of Business

Mid Term Examination

Exam Date: 29 Sep 2023

Time : 90 Minutes

Marks : 50

Sem V - D1UA503T - E-Business

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) Explain the potential risks and ethical implications of nanotechnology integration in E-business applications. K2 (2)
- 2) Compare Alibaba and Amazon in terms of their business models and key differences. K1 (3)
- 3) Explain the concept of E-Commerce patterns and how they form the structural foundation of online business models. K2 (4)
- 4) Explain the "E-Market Maker" E-Commerce pattern, outlining its role in facilitating transactions between buyers and sellers. Discuss the benefits and potential drawbacks of this pattern in the digital marketplace. K2 (6)
- 5) Discuss the fundamental need for E-Commerce and how it addresses challenges in traditional commerce. Additionally, provide a chronological overview of key milestones in E-Commerce development. K3 (6)
- 6) Conduct a detailed comparative analysis between Alibaba and Amazon, covering their business models, geographic focuses, market approaches, and the main factors that distinguish them in the E-Commerce landscape. K3 (9)
- 7) Simplify How does IT enable real-time data analysis and decision-making in E-business applications? K4 (8)
- 8) Explore the interlocking layers in E-Commerce in detail. Describe each layer, including infrastructure, application, intermediary, service, and support layers. Explain how these layers collaborate to create a cohesive E-Commerce ecosystem. K4 (12)

OR

Analyze the service excellence model and the continuous innovation excellence model. Compare and contrast their key principles, emphasizing how they contribute to organizational growth, customer satisfaction, and sustainable innovation. K4 (12)