

School of Business**Bachelor of Business Administration
Semester End Examination - Aug 2024****Duration : 180 Minutes
Max Marks : 100****Sem V - D1UA503T - E-Business**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Name two E-Business websites and how do they work? K1(2)
- 2) Define the "Portal" E-Commerce pattern and discuss how it functions as a platform for multiple businesses. Provide an example to illustrate its application. K2(4)
- 3) Compare and contrast the "Click and Brick" E-Commerce pattern with traditional brick-and-mortar businesses. Discuss how this pattern combines online and physical presence, and analyze its effectiveness in today's market. K2(6)
- 4) Identify the impact of SAP implementation on business process optimization and resource management. K3(9)
- 5) 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)
- 6) Explain the role of customer journey mapping in E-Commerce strategy. Synthesize how businesses can use customer insights to optimize touchpoints, enhance user experiences, and drive conversions. K5(10)
- 7) Evaluate the potential of E-Commerce marketplaces in expanding brand reach and sales. Synthesize how businesses can strategically participate in platforms like Amazon, eBay, and Alibaba to tap into wider audiences. K4(12)
- 8) Evaluate the evolving role of artificial intelligence (AI) in E-CRM systems. Synthesize how AI-powered chatbots, sentiment analysis, and predictive analytics can revolutionize customer interactions, personalize experiences, and drive customer satisfaction. K5(15)
- 9) Explain the role of E-Government initiatives in fostering citizen engagement and participatory governance. Synthesize how technologies such as online portals, social media, and mobile apps can facilitate transparent communication between governments and citizens. K5(15)
- 10) Design an E-Commerce website that focuses on maximizing accessibility for differently-abled users. Elaborate on the design K6(18)

elements, user interface considerations, and inclusive features that ensure an exceptional user experience.