

## School of Business

Integrated Bachelor of Business Administration - Master of Business Administration  
Semester End Examination - Jul 2024

Duration : 180 Minutes  
Max Marks : 100

### Sem IX - MBIT6010 - E-Commerce

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) Enumerate two advantages and two limitations associated with Electronic Commerce (E-Commerce). K1(2)
- 2) Showcase examples of companies that have effectively integrated cross-functional applications into their E-Business operations, emphasizing the advantages of streamlined processes and enhanced data sharing. K2(4)
- 3) Describe the "Click and Brick" E-Commerce pattern, emphasizing its core attributes, benefits, and possible challenges faced by businesses adopting this model. K2(6)
- 4) Examine the legal and regulatory considerations pertinent to data protection in E-Business. K3(9)
- 5) Identify critical success factors for startups venturing into the E-Business domain, emphasizing factors such as market research and customer-centricity. K3(9)
- 6) Assess the impact of E-Government initiatives on citizen participation in decision-making processes. Synthesize strategies that harness digital platforms to encourage citizen engagement, collect feedback, and bolster democratic governance. K5(10)
- 7) Classify a green computing initiative designed for a large organization to optimize energy consumption and reduce electronic waste as part of sustainable business practices. K4(12)
- 8) Agree or disagree with the assertion that "E-Commerce platforms are replacing brick-and-mortar stores." Justify your position and evaluate the coexistence and interplay between online and offline retail experiences. K5(15)
- 9) Evaluate the potential challenges associated with implementing SAP within an organization, including complexities related to integration and change management. Propose effective strategies to address these challenges. K5(15)
- 10) Analyze the Service Excellence Model and the Continuous Innovation Excellence Model in-depth. Compare and contrast their fundamental principles, methodologies, and organizational implications. Provide detailed examples of companies that have K6(18)

successfully implemented these models, highlighting how they have contributed to sustained growth, elevated customer satisfaction, and the cultivation of a culture of innovation within the organizations.