

PGDM (RM), 2019-21

Digital Commerce

RM-402

Trimester – IV, End-Term Examination: September 2020

Time allowed: 2 Hrs 30 Min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Total Marks
A	Minimum 3 question with internal choices and CILO (Course Intended Learning Outcome) covered Or Maximum 6 questions with internal choices and CILO covered (as an example)	3*10 Or 6*5	30
B	Compulsory Case Study with minimum of 2 questions	20	20
			50

Section A Answer all three questions (you have choice for each) 3*10

Question 1 In order to understand various types of Digital commerce a geometric shape was discussed in the class. What are its three ordinates? Draw this shape and give examples of its various sub types. (CILO1) 10

Or

Summarize in 500 words the articles assigned to your group for class presentation. Where will you use the lessons learnt? (CILO1) 10

Question 2 Why is Digital commerce is called Inter organizational information systems? What key technologies are used in Digital commerce? (CILO1) 10

Or

What are the five pillars of Digital commerce? Explain each pillars with respect to a digital market Place such as bookmyshows . (CILO2) 10

Question 3 What is Amazon's e-business model? . How can Amazon use m-commerce to influence its business? What are some of the business challenges facing Amazon?
(CILO2) 10

Or

Select any two digital commerce sites from the enclosed pdf and explain what way it is able to win over the customers. Can you suggest any idea for BIMTECH for application from the list ?
(CILO2) 10

Section B Case question

(CILO3)

10*2 = 20

Read the a=case and answer the following two question

Question 4. What are the problems and opportunities presented in this brief case

Question 5 What would be your proposed solution using which all technologies and theoretical principles?

Case :

Kirana E-Supply Innovation Hunt

There is a mandate from the Government to ensure adequate supply of essential goods to consumers during the lockdown period due to the COVID-19 situation. The Government has also instructed pharmacy and grocery stores to remain open through the lockdown period and to provide home delivery of essential food supplies and medicines. With the current crisis, the population in the Tier 2 and 3 cities of India that were highly dependent on these Kirana stores for their daily supplies are now facing challenges

To solve the challenge of providing essential goods to the Indian citizens during the COVID-19 situation, the Department for Promotion of Industry & Internal Trade along with the Confederation of All India Traders is synergizing the efforts of various companies and startups working in supply chain to help the local Kirana stores take orders online and ensure last mile contactless delivery.

Project Vision.

- To synergize efforts of a number of startup companies working in the field of logistics and supply chain management
- To assist the local administration during these times to deliver essentials at home.
- To residents in Containment Zones, or in other areas as required by the district administration.
- In the longer run, it is expected to enable local Kirana store technologically and bridge the digital divide between them and e-commerce companies

With every passing hour, the world continues to grapple with the uncertainty of the COVID-19 pandemic. At a time when our society is at a standstill, technology has already started to make a difference in many ways. The Coronavirus pandemic has become a global calamity, leaving millions vulnerable, economies shattered, and cities under lockdown.

Companies who specialize in IT Solutions and Logistical support solutions amongst others with a broader reach/network across the country to come forward and strengthen this delivery mechanism.

The following features should be available on the platform

Messaging Platforms To facilitate stakeholder communication

Logistics Solutions To support as a logistical partner for the delivery

Vernacular Content Solutions Solutions for enabling higher language inclusion

E-Commerce Solutions digitizing the retailers, wholesalers in the Kirana supply chain

Digital Payment Gateways To enable cashless payments and contactless procedures

Inventory Management Systems To seamlessly track the stock

App Development seamless interface assisting the parties at both ends

Contactless Delivery Solutions reducing the physical contact with the supplies

Sanitisation of stores maintenance of hygiene standards for units

Hyperlocal Delivery Specialized delivery solutions catering to specific areas