

PGDM (RM), Batch 2015-17

E-Commerce

RM-308

Trimester – III, End-Term Examination: March 2016

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	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

SECTION-A

- Q1. Share your understanding about social commerce.
- Q2. What are virtual worlds and list their major characteristics?
- Q3. Differentiate between physical marketplaces with E-market spaces. What are the advantages and limitations of each?
- Q4. Discuss the pros and cons of selling cars via auctions.
- Q.5 What are the limitations of e-tailing? Where is e-tailing going?

SECTION-B

- Q6. Discuss the importance of comparison tools, product reviews, and customer ratings in Online shopping.
- Q7. What are Amazon.com's critical success factors? Is its decision to offer a much broader selection of items a good marketing strategy? With the increased services and diversification, do you think the company will be able to concentrate on its core competency of enhancing the Amazon.com brand? What about their long term vs. short term strategy?
- Q8. Discuss different business models. Which model has highest market share.

SECTION-C

As a Digital Marketing Consultant, what you suggest to Bata India Ltd for the digital marketing strategy. Bata wanted to optimally use the digital media to enhance its revenue and market share.