

PGDM(RM) , 2017-19
E-Commerce for Retail
RM -503

Trimester – V, End-Term Examination: December 2018

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**. In case of rough work please use answer sheet.

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

Answer any 3

Question 1. What are the advantages and disadvantages of E commerce over Brick and mortar companies? Give your answer from both customer as well as seller perspective. Give examples to support your answer.

Question 2. What is location-based commerce (l-commerce) and intrabusiness EC? What are their differences? Give examples

Question 3 Why do we call that EC is Interdisciplinary in nature?

Question 4. What is the difference between Web 1.0, web2.0 and Web 3.0. Give examples.

Question 5. What is Mobile commerce (m-commerce) and what is its growth potential. Quote any growth data of mobile usage in India. What are the Issues confronting m-commerce?

Section B
Answer any 2

Question 6 . Draw the Electronic Commerce cube and explain its various blocks for a company. The choice of the company would be from the table below based on your last digit of roll number.

9. Amazon	6. IRCTC	3. AirBnB
8. Swiggy	4. OLX	1. Metal junction.com
5. Any Hospital	7. Big bazar	1. Air BnB
0. Apple		one additional choice for all BIMTECH

Question 7 . Draw the Reverse Value chain a company of based on above selection and make it E Commerce Company. What else should it must do to become a platform company? You may like to draw suitable diagrams to explain.

Question 8 . What the trend of future of retail. What is Omni channel retailing and what are the likely trends? In the following table can you identify the appropriate Amazon services from Column C at different levels of new framework of Blended retail and write against each in column B

A. Level of Blended retail models	B .You write your answer of choices from column C	B. Choices of various Amazon services
Aspiration & Self Betterment		Amazon .com
Confidence & Reinforcement		Amazon Locker
Belonging & Community		Amazon Alexa
Recognition & Personalization		Whole foods
Access & Support Convenience		Amazon echo Show

Section C

Read the attached case to answer these two questions. (7.5X2= 15)
Use of models and frameworks discussed in the course to present your answer.

Question 9 . What are the challenges presented in this article for Ecommerce companies in India?

Question 10. Give 3 concrete implementable suggestions using available technologies to reduce the problem.

- **Case : E-commerce accounts for 90% of grievances**

As complaints grow, demand for a regulator gains ground

Shruti Ganapatye | Mumbai Mirror | October 22, 2018, 08:15 IST

The Indian e-commerce market, which is expected to grow to \$200 billion by 2026, may soon have a regulator to address the growing problem of cheating and other consumer grievances as the demand for a monitoring body is fast catching up. About 90 per cent of consumer complaints received by the Consumer Guidance Society of India, an apex consumer rights body, relate to e-commerce.

Finding it tough to handle complaints related to online commerce, the Consumer Guidance Society of India (CGSI) has sent a proposal to the department of consumer affairs, demanding an online commerce regulation authority on the lines of the Real Estate (Regulation and Development) Act.

The regulator, as per the draft proposed by the CGSI, will make it compulsory for the online commerce websites to register their suppliers and retailers, and deposit a security amount.

The advertisement on the websites will also be regulated. The regulator will ensure timely and assured delivery of goods to consumers. Secure payments and a transparent refund policy are among the other compulsory features proposed by the CGSI. The campaign for a regulator is fast catching up in the country, with consumer rights activists and aggrieved consumers supporting it.

As reported by Mumbai Mirror in its February 2, 2018 edition, Tabrej Nagaralli from Panvel had ordered an iPhone 8 from Flipkart on January 21, but received a bar of soap in the parcel the next day.

Tabrez filed an FIR with the police and also a complaint with the CGSI. It took him 10-15 days to communicate with the website and get his problem resolved. "I got a new phone from the company after pursuing the matter vigorously. But it was a shocking experience: paying for the iPhone and getting a bar of soap in the delivery parcel. We purchase so many things online now, but there is no security at all. There has to be some regulator to

address such problems," he said.

Another consumer, Aman Gupta, availing an offer on a net banking website, ordered a watch, which the company assured to deliver within 10-21 days. He did not receive the product at all. After approaching the CGSI office and pursuing the matter with them, his issue was resolved in a month's time.

"We need a redressal mechanism to address the issues related to online purchases. There are many consumers who get cheated, but do not know whom to approach for redressal of their grievances. We have started a campaign for the regulator," said MS Kamath, secretary of CGSI, who drafted the proposal.

As per the statistics shared by the CGSI, in 2017, it received 275 complaints, and 90 per cent of them were related to online purchases. In the latest data, for July 2018, it received 80 complaints via phone and emails against e-commerce websites. It received 130 complaints in August, and 144 in September.

Sitaram Dixit, chairman, CGSI, said that a regulator is the need of the hour as the industry is growing fast. "We strongly recommend setting up of an online commerce regulation authority, which will help the government look into the e-commerce business and facilitate easy and timely solution to the problems of consumers," Dixit said.

Founded by nine women activists in 1966, the Consumer Guidance Society of India aims to educate and protect the rights of consumers, coming to the aid of those who find themselves helpless