

**PGDM-Retail**  
**Digital Commerce**  
**RM 405**

**Trimester – I & IV, End-Term Examination: September 2019**

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
			<b>50</b>

**Section A (answer 3 questions, each carry equal marks) 10X3=30**

**Question 1.** Trace the evolution of Digital commerce using Modified Venkatraman model to various stages of transformation. Use IRCTC site as an example to make your arguments. (CILO1)

**OR**

What is the relationship between Business Strategy and IT in the context of Digital Commerce. How will you explain this using Big Bazar as an example. (CILO1)

**Question 2** Using E commerce cube explain the various types of E commerce giving example. Where will you categorize Netflix or Amazon Prime (CILO 2)

**OR**

Explain the concept of Electronic Market place and the role of Interorganizational systems. Name some of the systems (CILO 2)

**Question 3** Why does Digital Commerce company needs strategy and what are its different steps of the planning process. Give you answer based on a possible Digital commerce venture to deal with electronic waste. (CILO 3)

**OR**

What are the different approaches for Finding DC Opportunities. You have been asked to find Digital commerce opportunity for a newly launched home services venture (like, plumber, electrician etc) (CILO 3 )

**Section B (answer both question , each carry equal marks ) 10X2 =20**

Read the attached case study and answer the following two questions .

**Question 4** . What is the benefit Government is likely to receive by implementing this initiative ? What would be the challenges in making this venture successful . Answer you question with critical review using process, policy and technology challenges. (CILO3)

**Question 5**. Identify the benefits and constraints of the e commerce vendors who will join this initiative. What further incentives can be given for them to get encouraged to join this initiative **(CILO-3)**

Case :

**Commerce ministry hopes for an ecommerce Government e-Marketplace**

**If the plan goes through, consumers & businesses will be able to buy products listed on GeM by private cos.**

By *Kirtika Suneja* , ET Bureau| Aug 21 , 2019.

his is a gem of an ecommerce idea — or so Gol wants it to be.

A commerce ministry cabinet note proposes that Government e-Marketplace (GeM), the sarkari online procurement platform, be retooled to also offer a business-to-consumer (B2C) retail option. If the plan goes through, consumers and businesses will be able to buy products listed on GeM by private companies, exactly as it is in private online marketplaces.

Gol's ambitions are high: "We will set a benchmark for online marketplaces. We plan to make it an ideal platform," an official familiar with the development said. He and other officials spoke off record.

Currently, GeM allows only government departments and public sector units to buy from the portal. It saw transactions worth around Rs 17,000 crore, according to FY19 figures. The market place offers more than a million products and around 15,000 services, hosts over 260,000 sellers .

The transformation to a B2C online marketplace will be in three stages, another official said.

**Final Road Map Under Discussion**

"The final road map is under discussion...but the idea is to open up procurement to all in a phased manner," he said. In the first phase, private entities with government work contracts — say, installing CCTV in government schools — will be able to buy from GeM. Currently, government departments have to do the purchase themselves and then t ..

The next change will be allowing private entities to buy products in bulk for their own use. For example, a private company with a plan to install new air-conditioners across its offices may be allowed to buy them from a vendor listed on GeM.



## Ecomm Heats Up

Government e Marketplace (GeM) to be opened up to retail customers

It will offer products to all buyers, akin to Amazon and Flipkart

### PHASED PLAN

Only govt departments can buy from GeM at present

Proposal to allow purchases by private entities for govt works, own use

Purchases by individuals may be allowed on the platform



### GeM Facts

1.16M products; 15,108 services

37,800 buyer organisations

₹50,000 CRORE\* of govt procurement in FY20

\*Projected

Illustration: ANIRBAN BORA

The final stage will open GeM to individual buyers, who can buy any product listed on the platform.

Officials said the plan is to make GeM host a very wide range of products, including those typically featured in consumer ecommerce purchases, for example, white goods.

The commerce ministry is also evaluating a monetisation model and may collect user charges from merchants for listing on GeM.

GeM was launched on August 9, 2016, replacing the Directorate General of Supply and Disposal (DGS&D). The aim was to induce greater transparency in government procurement. Big ticket defence and railways purchases are not routed through GeM.