

[Time:3.00 Hrs]

[Marks:75]

- N.B:**
1. Q.1 is compulsory and carries 20 Marks.
 2. Q.8 is compulsory and carries 15 Marks.
 3. Attempt any Four questions from Q.2 to Q.7. Each of these questions carry 10 Marks.
 4. Figures to the right indicate full marks.

Q1. (A) Read the Case Study carefully and answer the following questions: (10)

GreenMart is a well-established grocery store located in the heart of Mumbai. For over 15 years, the store has served the local community with fresh produce, organic food, packaged goods, and daily essentials. It has built a reputation for quality products and personalized customer service. However, with the rise of e-commerce giants like BigBasket, Grofers, and Amazon Fresh, GreenMart has seen a steady decline in foot traffic and an increasing shift toward online shopping by its customers.

In 2023, GreenMart's management team decided to launch an e-commerce platform to adapt to the growing trend of online grocery shopping. The goal was to expand its customer base beyond local foot traffic, offering home delivery services and the ability to browse and order online. The company also aimed to integrate online payment systems, order tracking, and a loyalty program to encourage repeat purchases.

However, the e-commerce journey has not been smooth. GreenMart faces challenges such as managing inventory in real-time, competing with large-scale online grocers, and handling the logistics of timely deliveries. Additionally, the company is struggling to educate its older, more traditional customers about the benefits of shopping online.

The leadership team is now considering how to scale their e-commerce platform effectively, increase online sales, and better engage with their customer base.

Questions:

- (a) What strategies should GreenMart adopt to manage inventory across its physical store and e-commerce platform?
- (b) What technological solutions can GreenMart implement to improve the user experience, streamline operations, and scale its e-commerce platform?

Q1. (B) Choose the correct options for the following questions/ statements: (10)

1. Which of the following is NOT a characteristic of e-commerce?
A) Online transaction processing
B) Geographical limitations
C) Global reach
D) Real-time information processing
2. Which of the following is an example of a marketplace model in e-commerce?
A) Amazon
B) Flipkart
C) Alibaba
D) All of the above
3. Which of the following is NOT a form of e-commerce?
A) C2B
B) B2B
C) C2C
D) C2A
4. In the context of e-commerce, what does the term 'electronic wallet' refer to?
A) A digital tool for tracking personal expenses
B) A type of payment system that stores payment data for online transactions
C) A mobile phone application used for budgeting
D) An online savings account
5. What is a 'shopping cart' in e-commerce?
A) A physical cart used in online stores
B) A virtual tool to manage products before final checkout
C) A method of calculating taxes on purchases
D) A payment gateway for e-commerce
6. Which of the following is NOT a payment gateway used in e-commerce?
A) PayPal
B) Stripe
C) Bitcoin
D) Visa
7. What is a major advantage of e-commerce for businesses?
A) Limited customer reach
B) Reduced marketing costs
C) Increased physical store presence
D) Enhanced customer service

8. In e-commerce, what is a 'dynamic pricing' model?
- A) Prices fixed for a set period
 - B) Prices that change based on market demand or customer behavior
 - C) Prices based on competitor pricing
 - D) Prices adjusted only for bulk buyers
9. Which of the following is an example of 'affiliate marketing'?
- A) A company selling products on its website
 - B) A website linking to another company's products for commission
 - C) A company sponsoring a website
 - D) A customer leaving reviews on a product page
10. In e-commerce, the term 'Conversion Rate' refers to?
- A) The percentage of visitors who make a purchase
 - B) The total number of visitors to a website
 - C) The percentage of product returns
 - D) The number of customers registered

Q.2 Attempt any Two of the following:

(10)

- (a) What are the components of an e-commerce setup?
- (b) What is IPR? What are the elements covered under the IPR?
- (c) Write a note on Using Public and private computer networks for B2B trading

Q.3 Attempt any Two of the following:

(10)

- (a) Define smart card and its working process. Write in short about various smart card system.
- (b) Write a note on EDI standards
- (c) Describe the remedial measure to solve Channel Conflict?

Q.4 Attempt any Two of the following:

(10)

- (a) Discuss what is EDI and characteristic features of EDI service arrangement.
- (b) Explain B2B and B2C model of e-commerce.
- (c) What areas of business does e-commerce impact?

Q.5 Attempt any Two of the following:

(10)

- (a) What are security threats? What are the different types of security threats?

- (b) How does e-commerce impact global trade?
- (c) What are the advantages and disadvantages of E-Cash?

Q.6 Attempt any Two of the following:

(10)

- (a) Explain the need of B2B e-commerce model.
- (b) What are Channel Conflicts? Explain different types?
- (c) State and explain types of Order Fulfillment.

Q.7 Attempt any Two of the following:

(10)

- (a) Discuss the concept of E-marketing.
- (b) Short note on operational risk of e-payment system.
- (c) What are the factors influencing e-commerce infrastructure decision?

Q.8 Attempt any Three of the following:

(15)

- (a) Explain E-governance and M- governance
- (b) Explain SEO and SEM with examples
- (c) Write short note on Procurement using e-commerce
- (d) Write short note on order fulfilment
