

Roll No.....

Jamia Hamdard
School of Management and Business Studies
Department of Management

Odd Semester Examination - January 2023 – February 2023
MBA-III Semester
MBA-GE-OM-01
Digital Transformation in Operations

Management

Duration: 3 Hours

Max Marks: 75

*Note: Attempt any Five Questions, all questions carry equal marks. [15*5=75]*

Q1: In a bookstore, compare and contrast the traditional business model with electronic commerce.

Q2: Describe in detail the following e-business model types: Provide at least one example of each model:

- a) B2B
- b) C2C
- c) Aggregator Model
- d) Brokerage Model
- e) Community Model

Q3: You've started an offline company that sells environmentally friendly footwear. You have already placed your product in retail stores in Delhi and the NCR, and you are at the break-even point. Now you want to expand by selling it online through your own website. What are your website development strategies and goals?

Q4: With reference to question no 3, explain the most effective way for boosting website traffic.

Q5: How does a virtual value chain help an organization? Briefly describe its components.

Q6: What do you comprehend by the word "e-cash"? Discuss its primary attributes.

Q7: What security challenges does an electronic firm face, and what protection methods are available?

Q8: Explain the e-commerce strategy and its dimensions.
