

DEPARTMENT OF MANAGEMENT, SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD.

MBA GENERAL 2nd YEAR, 3rd SEMESTER EXAMINATION 2019
PAPER CODE: MBA GE OM-01; PAPER TITLE: E-COMMERCE.

IE: 03 Hours

Maximum Marks: 75

Roll No. _____

Instructions:

Write your roll number immediately on the receipt of this question paper.
Attempt any 5 questions out of 8 (15*5=75).

1. Discuss at length the various paradigm shifts in the E-Commerce Logistics Revolution citing examples. (15marks)
2. Food and grocery is the next online segment after apparel and mobile. Explain the role of e-Supply Chain Management in making it happen. (15marks)
3. With the help of company/ sector examples explain the various Business Models of E-Commerce (15 marks)
4. (a) What do you understand by E-Governance? Explain its concept (7 marks)
(b) Describe the various unique features of E-Commerce (8marks)
5. Elucidate the transformation of DHL worldwide express to E-Business. (15 marks)
6. Explain the concept of e-Strategy and its types. Also briefly describe the framework for e-Strategy formulation in E-Commerce based organizations (15marks)
7. Discuss the operations management (any two companies) of the following logistics/E-Commerce companies (7.5*2=15marks)
(a) FedEx. (b) Delhivery. (c) E-Kart (d) Netmeds (e) OLX
8. Explain the reasons for success of M-Commerce in India. Giving examples of few companies, discuss how M-Commerce helps in increasing customer overall experience (15 marks)

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