

DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD
Odd Semester Examination (Online) January/February 2021
MBA 3rd Semester Exam

Subject Name: E-COMMERCE
Subject Code: MBA GE OM-01

MM: 75
Time: 03Hours

Email Id of the Examiner: tafheem@jamiahamdard.ac.in

Email Id of the Assistant Superintendent of Exams: assistant.superintendent.exams@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scannedhand written solution** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: Rabia Shaheen-2017-334-032-MBA-III-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Application based Question 1

Design an E-Commerce Business Model for your organization that wants to transform from conventional business to E-Commerce based business. Also discuss the various phases this transformation will go through.

Application based Question 2

What according to you are the key determinants of E-Strategy in formulating policies of E-Commerce? In addition, also highlight the significance of relationship between E-Business and other Competitive Strategies.

Application based Question 3

Big Data has evolved on a rapid rate in the recent times. The same holds true in E-Commerce based Operations Management processes. Discuss the implications of this high transition of Big Data in the Operations Management sector and associated companies with examples.

Application based Question 4

According to you, what are the key features of E-Supply Chain Management? Discuss its players along with the significance of E-SCM and E-CRM in Modern Day Business with relevant examples.

Application based Question 5

M-Commerce has changed the business operations of many entities. Amongst this QR Codes and RFID technologies have been the main impact factors in the revolution. Discuss the factors behind this transformation that have led to this success, citing corporate examples.

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