

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 IT-03

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 **Scanned hand written solutions** 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

Devise an end to end Business Model for company that wants to adapt to E commerce Technologies with suitable examples.

Application based Question 2

Discuss the current scenario of Digital Payment Landscape in India as of 2021 also highlight its trends and future in Indian economy from the Union Budget 2021 perspective.

Application based Question 3

Elucidate the transformation of DHL worldwide express to E-Business highlighting the various phases involved in the process.

Application based Question 4

As an E-Commerce student highlight the various successful strategies of Ola cabs in Indian market and how did the company adjust its operations to survive during the Covid-19 pandemic.

Application based Question 5

M-Commerce is now the new emerged business. How has it helped in increasing customer experience, discuss by citing suitable examples in the light of various big players of the M-Commerce along with some startup examples.

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