

(3 hours)

[Total: 80 Marks]

- Note:** 1) Question no. 1 is compulsory.
2) Solve any THREE question out of remaining FIVE.
3) Assume suitable data wherever applicable.

1. Develop a business plan for online grocery store for selling organic items based on the following guidelines: 20
 - (1) Identify the business model.
 - (2) Develop the strategic plan based on Strategic Objectives, Strategic definition, Marketing plan, SCM and CRM plan.
 - (3) Implementation should include few screenshots of websites demonstrating: Business model, revenue model(s) used, CRM and SCM activities, Marketing activities, Strategic objectives like mission, vision and objectives, Security concern, Payment mode.
 - (4) One example of use-case scenario.
2. (a) Discuss the various electronic payment methods. 10
(b) Distinguish between E-Commerce and E-Business. What are different mechanisms for online auctions? 10
3. (a) Explain different types of Portals with an example. Illustrate with an example Buy Side E-Commerce and Sell –Side E-Commerce. 10
(b) Differentiate between strategy and tactics. Explain five force model and importance of value chain. 10
4. (a) Explain in detail the SOSTAC framework to promote the product. 10
(b) Publisher wants to set up online business for his firm. Which type of revenue models will be used by him for revenue generation? 10
5. (a) Identify and examine the issues involved in the development of E-Commerce Website. 10
(b) How Porter's Five Forces can be applied to various online business industries? 10
Explain by giving examples.
6. (a) What is blind signature? Explain with example how it is used in online payment method? 10
(b) Discuss which E-CRM tool is used by HDFC to acquire, maintain, and expand customer relations worldwide by using the internet. 10