

(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 education portal based on the following guidelines: 20
 - (a) Identify the business model.
 - (b) Develop the strategic plan based on Strategic Objectives, Strategic definition, Marketing plan, SCM and CRM plan.
 - (c) 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.
 - (d) One example of use-case scenario.
2. (a) Discuss the CRM strategy adopted by Airtel to acquire and convert the customer for 4G service. 10
 - (b) Explain with example the components of SOSTAC framework to promote the service. 10
3. (a) Discuss the difference between strategy and tactics. Explain in detail the five force model. 10
 - (b) Explain the strategies for existing business to migrate to online business. 10
4. (a) Discuss various revenue models used in E-Commerce for revenue generation. 10
 - (b) Give the comparison of 4C's payment modes along with its characteristics. 10

Suggest some barriers for online payment.
5. (a) Explain in detail the various stages of customer life cycle. How do you use E-CRM in each of the stages of the customer life cycle. 10
 - (b) What is firewall? Explain with example how a good firewall does provide an extended network security. 10
6. Write short notes on: 20
 - (a) E-Procurement.
 - (b) SWOT analysis for any B2B E-business.
 - (c) SLEPT framework.
 - (d) Buy-side and Sell-side SCM.