

(3 Hours)

Total Marks: 80

Note : Question No 1 is compulsory

Attempt any 3 questions from remaining.

Assume suitable data whenever necessary

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- Q1. Develop a complete business plan for startup to sell Garments online.
It should include:
The business model, strategic plan, marketing plan, SCM and CRM plan, Revenue model(s), security concerns and payment mode. [20]
- Q2 A) What are generic strategies? Give examples of the generic strategies adopted by e- retailer. [10]
- B) Explain the SET protocol for credit card payments [10]
- Q3 A) Discuss CRM strategy based on B-C Model [10]
- B) Explain Market Segmentation with types. How E-commerce companies use Customers behavior for market segmentation? [10]
- Q4 A) Explain the categories of Online Auction web sites , also brief the various auction related services. [10]
- B) Write short note on value chain approach for marketing. [10]
- Q5.A) Discuss the impact of consolidation on competition in e-commerce sector? [10]
- B) Whether inventory led model or the traditional marketplace model is a good option in case of e-grocery business give your opinion with arguments in support of your contention [10]
- Q6 A) Write notes on Application of RFID tag in SCM [10]
- B) Explain different session management techniques in e-commerce. [10]
