**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**IV SEMESTERB.Com**

**END SEMESTER EXAMINATION,APRIL 2019**

**BC4316: E-Commerce**

**Time: 1 ½ Hours Max Marks: 35**

Register Number:

Date:

**This paper contain one printed page and four parts**

**Section A**

**I. Answer any five of the following (5 X 1 = 5 marks)**

1. What is meant by e-commerce?
2. What is competitive intelligence?
3. Give the meaning of outsourcing
4. Define e-business Design
5. What is search engine optimisation?
6. Mention the steps in developing a e-business plan.
7. Why does an e-business fail?

**Section B**

**II. Answer any one of the following (1 x 5 = 5 marks)**

1. Briefly explain the challenges in e-enabling a business.
2. Highlight the factors involved in deciding build, buy or rent.

**Section C**

**III. Answer any one of the following** (**1 x 10 = 10 marks)**

1. What is ane-venture? Explainmajor issues in setting upe-venture
2. Summarize the ways to finance an e-venture.

**Section D**

**IV.12.Compulsory Question (1 X 15 = 15 marks)**

Details (DetailsDirect.Com)is a retail-clothing store selling specialty tailored clothing as well as more traditional styles of clothing. The product line includes women's clothing, pajamas, sweaters, maternity wear, and children's clothing. The clothing sold by Details is of a higher quality than that offered by traditional retail-clothing stores because it is handmade by a particular designer. Details primarily marketto women. They have many designers that can tailor a specific article of clothing for women. Details other large target market is maternity wear. Most of Details customer base has come to know and trust them for these two particular reasons. Details also sells many other products besides maternity wear and specialized women's clothing. Details started its online business in 1995 when it wanted to move some of these less specialized items such as pajamas, sweaters, and children's clothingonline.

The strategy of placing their catalogue business online resulted in many problems for their online business called DetailsDirect.Com. Their customer base was not comfortable moving to a different medium to place orders when their existing catalogue worked effectively. This forced them to market their products on the site to a much different and expanded customer base. The products that were soldonline at the time were of much higher quality than the competitors and thus more expensive. As a result, Details had to restructure their e-commerce strategy to expand its customer base and at the same time make online consumers comfortable with the productquality.

1. What are the strategic solutions you can provide for DetailsDirect.Com?
2. What are the various Advertising and promotion strategies that can be used by them to improve their business?