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Register Number:

DATE:23-04-2018 (9am)

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

**UG – IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2018**

**BC 4316 : E-Commerce**

Time- 1 ½ hrs Max Marks-35

**This paper contains two printed pages and four parts**

**Section A**

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

1. Differentiate between E-Commerce and E- Business?
2. Give two examples of a transactional e-commerce website
3. State any four methods of financing an E-Venture
4. Give an example of search marketing.
5. What is an e-commerce platform? Give an example of the same.
6. In e-commerce what functions can be outsourced?
7. State any four benefits of e-commerce resource planning.

**Section B**

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

1. *Futurama* is a retail-clothing brand, which has stores in all major cities in India. In an effort to expand its customer reach and increase efficiency, the brand is considering to convert itself into an e-business. What challenges might be faced during e-enabling its business?
2. Write a short note on e-business design.

**Section C**

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

1. *An E- Strategy defines how to do business differently online*. In the light of the above statement, explain various E-commerce strategies that can be adopted by retailers.
2. VijithPalia, an entrepreneur, is in need of supply chain and payment management technology to set up his e-venture. Explain the factors that will affect his decision to buy, build or rent this technology?

**BC-4316-A-18**

**Section D**

**III. Compulsory Question (15marks)**

1. *The Pink Banana(TpB)* is an online clothing and wellness retail store that exclusively markets its products to women. As a new entrant into this market, *TpB* faces stiff competition from established players like Myntra, Flipkart, Koovs, RomWe and StalkBuyLove to name a few. *TpB* has decided to concentrate on its e-marketing efforts to improve its brand image and increase its market share.

You are required to come up with a comprehensive e-marketing strategy to give *The Pink Banana* an online presence