

BE (71) SEM VIII (Rev) May 2013
mobile & E-commerce 2015/13

Con. 8510-13.

GS-3730

(REVISED COURSE)

(3 Hours)

[Total Marks : 100

- N.B.** (1) Question No. 1 is **compulsory**.
(2) Attempt any **four** questions out of remaining **six** questions.

1. (a) Elaborate on the different aspects to be considered while selecting intermediaries. 5
(b) Discuss the hardware and software requirements necessary to enable employee access to Internet and hosting e-commerce services. 5
(c) Distinguish between e-business and e-commerce. 5
(d) What are the different mechanisms for online auctions ? 5
2. (a) List and briefly explain the different business models identified by Timmers. 10
(b) Identify the different elements of an organisation macro-environment that impact its e-business and marketing strategy. 10
3. (a) Samsung recently released their new mobile "Galaxy Grand" with Android version 4.1. Discuss how the Internet had an impact on the buying process of a new purchaser. 10
(b) Megamart.com wishes to formulate their strategy for e-business. Identify the key strategic decisions faced by the management team developing the e-business strategy. 10
4. (a) Discuss 'SOSTAC', the generic framework for e-marketing planning. 10
(b) Describe techniques for retaining new customers and cross and up-selling using new media. 10
5. (a) List the different types of portals with their characteristics. Give examples of each type of portal. 10
(b) What technologies should we deploy for SCM and how should they be prioritized ? 10
6. (a) Analyze the procurement process for an organization with which you are familiar. 10
Explain the changes and possible problems involved with introducing e-procurement. 10
(b) Discuss different technologies associated with mobile commerce.
7. Write short notes on (any two) :- 20
(a) SWOT analysis
(b) Benefits of relationship marketing
(c) E-business models.