

Total No. of Pages 2
3rd SEMESTER

Roll no.....

MBA

END SEMESTER EXAMINATION

Nov/Dec-2019

MGS-01

SCM & E-COMMERCE

Time: 3:00 Hours

Max. Marks: 60

Note : Answer any three out of Question No. 1,2,3 & 4.
Question no. 5 is compulsory.
Marks are indicated along with each question.

- Q.1 a) Explain the challenges faced by e-commerce firms in India. (6 Marks)
b) Explain the various types of e-grocery models prevalent. (6 Marks)
- Q.2 a) Explain the various customer segmentation strategies for online grocery retailers. (6 Marks)
b) Using an example, describe network externalities and explain the phenomenon of Metcalfe's Law.? (6 Marks)
- Q.3 a) Explain the difference between business process automation, business process reengineering and business process improvement. (6 Marks)
b) Explain the advantages of Integrating Brick and Mortar Business with e-Business Operations (6 Marks)
- Q.4 a) What is an information system? What are the various types of business information system. (6 Marks)
b) Describe in detail Management Information Systems. (6 Marks)
- Q.5 Answer True or False with brief explanation (2 Marks Each)
- a) Fundamental difference between an order and delivery is that Order is the flow of product while delivery is the flow of information.
b) A company selling its own products on its own website is an example of Merchant Model.
c) Google AdWords involves auctioning of keywords based on which advertiser websites are listed on Google search page.
d) Infomediary allows buyer and seller to transact on their platform.
e) Transaction processing system has analytical capability.

P.T.O.

- f) Sales & Marketing is an example of inter organization business process.
- g) Executive Support System provides data input for Management Information System.
- h) Netflix entertainment platform is an example of Direct Model.
- i) Internet Market Exchanges combines the purchasing power of many buyers to negotiate aggressive discounts.
- j) Enterprise Information portal act as company's interface to the public.
- k) e-Commerce is a subset of e-Business.
- l) Internet can reduce the information asymmetry for a buyer of a product.

END