

EKTM-01 Internet Business Models and Business Strategies

Time: 3:00 Hours

Max. Marks : 60

Note: Answer ALL questions. All questions carry equal marks.
Assume suitable missing data, if any.

Q.1[a] Attempt any TWO of the following [3+3]

- i. Differentiate between e-business and e-commerce.
- ii. Identity any three evolving technologies impacting Digital Marketing environment.
- iii. What do you understand by pure electronic commerce? Explain using suitable example.

[b] User Experience (UX) is the new enabler of Customer Satisfaction. By investing in delivering an exceptional User Experience, brands are securing higher recurring usage, stronger engagement, higher App ratings, and better conversions. Examine the statement while identifying the characteristics of online consumers. [6]

Q.2[a] Attempt any TWO of the following [3+3]

- i. Explain the different types of e-commerce organizations with example.
- ii. "New internet and social business models enable user content creation and distribution, and support social networks." Facilitating social interactions is one of the unique features of internet business models today. Identify the other unique features of internet business models.
- iii. What do you understand by collaborative commerce?

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[b] Three most distinct concepts which define a marketplace transaction include content, context and infrastructure. Choose any company and assess its marketplace. [6]

Q.3[a] Attempt any TWO of the following [3+3]

- i. Identify the components of a typical website. Examine each component.
- ii. Design audience persona profile for a company providing office spaces on demand.
- iii. Define usability in context of website. Explain any one the methods of usability.

[b] "In electronic commerce, businesses require to integrate two kinds of activities - ones that are embedded into the physical value chains and the others that are built through information into the virtual chain. Although the relative importance of these two kinds of chain depends on the characteristics of the products and services, their integration, nevertheless, plays a critical role in the success of e-commerce". Evaluate the statement by citing relevant examples. [6]

Q.4[a] Attempt any TWO of the following [3+3]

- i. Owned Media is any media asset a company owns such as Websites. Identify the Analytics tools and social metrics for Owned Media
- ii. Explain digital revenue generation models.
- iii. Identify the characteristics of digital revolution.

[b] "In recent times creative industries management seems to have been reshaped by the influence of information and communication

technology. Constant experimentation with business models and innovation in this area has become one of the key sources of firms' competitive advantage. As a result, traditional business models, which were dominant and stable in their respective industries, have given rise to multiple disruptive business models". Elaborate [6]

Q.5[a] Attempt any TWO of the following [3+3]

- i. Explain the concept of value proposition.
- ii. Identify the components of business model.
- iii. "You can never go wrong by investing in communities and the human beings within them". Examine the role of social media and blogs in light of this statement.

[b] Choose any company and evaluate using Porter's value chain [6]