

NMIMS Global Access
School for Continuing Education (NGA-SCE)

Course: E-Business

Internal Assignment Applicable for June 2023 Examination

Assignment Marks: 30

Instructions:

- *All Questions carry equal marks.*
- *All Questions are compulsory*
- *All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible.*
- *All answers to be written individually. Discussion and group work is not advisable.*
- *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*
- *Students should write the assignment in their own words. Copying of assignments from other students is not allowed*
- *Students should follow the following parameter for answering the assignment questions*

For Theoretical Answer	
Assessment Parameter	Weightage
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

For Numerical Answer	
Assessment Parameter	Weightage
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

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Q.1) As the owner of an online pastry brand, you are exploring different revenue models to increase your revenue streams. Explain the different types of revenue models that can be used for e-businesses. Identify the revenue models that are most suitable for an online pastry brand. Discuss the associated issues with each revenue model and how they can affect the success of an online pastry brand. Analyze the impact of technology on the different revenue models and how they can be leveraged to optimize the revenue of an online pastry brand. **(10 marks)**

Q.2) You are a digital marketing consultant hired by an online gaming company that aims to increase its customer base and brand awareness in the Indian market. Develop a digital marketing strategy that utilizes various online marketing tools and strategies to promote the company's gaming services in India. **(10 marks)**

Q.3) As online shopping for gifts continues to grow in popularity in India, it is essential for online gift apps to provide a seamless and user-friendly shopping experience to their customers. One of the key features that contribute to a good shopping experience is the shopping cart capabilities.

- a) Provide an overview of the online gift app market in India and discuss the importance of shopping cart capabilities in the success of these apps. Research and identify at least three different types of shopping cart capabilities that online gift apps in India can offer. Explain each capability in detail and provide examples of gift apps that use them. **(5 marks)**
- b) Evaluate the advantages and disadvantages of each shopping cart capability and compare them. Which capability do you think is the most effective and why? **(5 marks)**
