

Cluster Innovation Centre

Examination : End Semester Examination – May 2024
Name of the Course : B. Tech (Information Technology & Mathematical Innovations)
Name of the Paper : e-Business: Organization and Strategy
Paper Code : 32867603
Semester : VI

Duration: 2 hours

Maximum Marks: 40

Note: Attempt any five questions from the following: All questions carry equal marks

- ✓ 1. Choose an important strategic element in e-business, such as customer relationship management (CRM) or supply chain management (SCM). Analyze how this strategic element influences competitive advantage and organizational performance in the digital marketplace.
2. Explain any two e-business models with examples.
3. Based on the ICT systems and information systems used at various managerial levels and across functional departments in e-businesses, describe the role of these systems in enhancing organizational efficiency and decision-making.
- ✓ 4. What is the difference between marketing in the pre-digital era and post-digital era?
- ✓ 5. Imagine you are a digital marketing strategist tasked with developing an e-marketing plan for a new online retail store. Suggest key performance indicators (KPIs) that would be essential for measuring the success of the marketing campaign. Discuss how these KPIs align with the overarching business objectives.
- ✓ 6. Discuss the various revenue models used by e-businesses, such as subscription-based, advertising-based, and transaction-based models. Compare and contrast their advantages and disadvantages.
7. E-Business and e-Commerce have become integral parts of the contemporary business landscape. Imagine you are a consultant advising a traditional brick-and-mortar business on transitioning to e-commerce. Discuss the potential challenges they might face and propose innovative solutions to overcome these challenges.
- ✓ 8. Evaluate the effectiveness of search engine optimization (SEO) in improving the visibility and ranking of e-commerce websites. Discuss best practices for optimizing website content and structure to enhance SEO performance.