(3 Hours) Total Marks: 80

Note : Question No 1 is compulsory

Attempt any 3 questions from remaining.

Assume suitable data whenever necessary

Q1. Develop a complete business plan for startup to sell Garments online.
It should include:
The business model, strategic plan, marketing plan, SCM and CRM plan, Revenue
model(s), security concerns and payment mode. . [20]

Q2 A) What are generic strategies? Give examples of the generic strategies adopted by
e- retailer. [10]

B) Explain the SET protocol for credit card payments [10]

Q3 A) Discuss CRM strategy based on B-C Model [10]

B) Explain Market Segmentation with types. How E-commerce companies use
Customers behavior for market segmentation?

[10]

Q4 A) Explain the categories of Online Auction web sites , also brief the various auction
related services. [10]

B) Write short note on value chain approach for marketing. [10]

Q5.A) Discuss the impact of consolidation on competition in e-commerce sector? [10]

B) Whether inventory led model or the traditional marketplace model is a good option in
case of e-grocery business give your opinion with arguments in support of your
contention [10]

Q6 A) Write notes on Application of RFID tag in SCM [10]

B) Explain different session management techniques in e-commerce. [10]

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