

Semester VI- 6.1: E-Business Organisation and Strategy

Date of Class Test- 3rd March 2020

Total Marks: 20

Section A: Descriptive Questions

Total Marks: 10

Note: Attempt any two questions out of five. Student needs to answer two questions selected by examiner on test day. All questions carry equal marks. Word limit for each question is 250-300.

1. Outline the reasons why a business may wish to adopt e-commerce and challenges before it.
2. Search the news for the latest merger in the e-business. Does this alliance make sense? Why or why not?
3. What are the main difference between business to business and business to consumer e-commerce? Explain with suitable examples?
4. Define business model. What are different components of business model and the linkages between them?
5. Describe the main barriers to adoption of e-commerce by consumers and suggest how a company could counter these.