

Jagan Institute of Management Studies
End-Term Examination, September-October, 2017
Trimester IV – PGDM (IB) 2016-18

E-Commerce
ET_IB_E-Com_2609

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any SIX questions including Q7 which is compulsory.

- Q 1** Define any **FIVE** of the following in detail:
- a) VMS
 - b) Contribution Margin
 - c) CIR
 - d) Fulfillment Rate
 - e) Net Promoters Score
 - f) QRC
 - g) Retention calling **10**
- Q 2** As a part of a Project you with your group have presented on an existing successful ecommerce company
- a) Please explain the operations of that company.
 - b) Select any five departments of the company and assign performance KPI's to the departments. **10**
- Q 3** What are different types of ecommerce websites – explain their types and give examples of all. **10**
- Q 4** Explain Warehouse operations, what are the various processes involved in complete Warehouse operations. **10**
- Q 5** What are various sourcing strategies; how they differ from each other? **10**
- Q 6** Explain how regulatory framework of ecommerce has evolved in India. What are recent changes and how they are impacting Indian ecommerce and retail industry? **10**
- Q 7** Read the below news article and answer the questions that follows:
Are Pop-Up Physical Stores a Good Idea for Amazon?
Article published in Forbes, Sep 11, 2016
Last November, Amazon opened up a brick and mortar store in Seattle followed by another one in San Diego this past summer. Chatter is that the company will open another physical storefront in Portland, New York

and one in Chicago next year.

Last week, chatter emerged that Amazon is planning a 100 pop-up retail stores across the country that will have Amazon's hardware -Echo, Fire Tablets, Kindle, Fire TV and/or Dash Button. By marrying the digital world with the physical, Amazon is hoping to better compete with Apple AAPL - 2.23% Store and Microsoft MSFT +10.66% Store.

I am on record saying that I am not a big fan of Amazon investing mega – bucks in brick and mortar save for certain strategic locations (a flagship store or stores at very select locations like 5th Ave or the Miracle Mile for example) but I think these pop-ups are an excellent idea. For a fraction of the costs associated with a traditional brick and mortar (lease agreements, labor, inventory and overhead to name just a few costs), Amazon can showcase its technology and draw in those customers who might not otherwise be comfortable shopping online even in this day and age. Or, those customers that prefer “touching and feeling” the product in person then buying it online. Either case, a win-win for Amazon.

Most importantly, a recent survey by William Blair found that in its survey of teens and young adults, that demographic is visiting malls more this year than they were last year. Almost 41% of those surveyed said that they were hitting the malls more this year, which was the first uptick in mall traffic since 2013.

If this survey is accurately predicting a trend of “back to the mall” Amazon's timing could not be better and investors should look for continued and maybe even more impressive results from the “King of retail” in the coming quarters and years.

Amazon coming to a mall nears you this Christmas/Diwali?

Questions:

- a) Analyze the above article and present your views on Amazon's shift in tactics. Will you support Amazon if they plan to start such pop-stores in Delhi/Bangalore
- b) Considering Amazon is a pure - play marketplace venturing in the Pop-up store model, how do you think the supply chain of Amazon will change? Give visual (Flowchart based) representation of current and future Supply chain of Amazon.
- c) Will this new step lead to change in any sourcing strategies of Amazon if yes how?
- d) Recently Amazon has announced to overtake Whole foods entire operations. How does this plan resonate with the future expansion plans of Amazon and explain benefits that Amazon can reap out of this acquisition.

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