

**Jagan Institute of Management Studies**  
**End-Term Examination, December 2017 – January 2018**  
**Trimester V – PGDM (RM) 2016-18**

***IT in E-Commerce***  
***ET\_RM\_ITEC\_2812***

Time: 3 Hrs.

M. Marks: 70

**INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.**

- Q 1**      What is meant by E-Commerce framework? On the basis of your experience in utilizing the services of any E-commerce website such as Flipkart, Snapdeal and the like, explain the following framework components
- i)      Value proposition.
  - ii)     Competitive strategy.
  - iii)    Scope of offerings.
- Please note that you answer would be evaluated on the basis of suitable examples which must be aptly supported by analytical reasoning from management perspective. **14**
- Q 2**      What are the key points which you will focus on when you are the owner of a website portal? Explain any four key points which you would be using. Remember you would be evaluated on the basis of suitable analytical reasoning which should be from management perspective. **14**
- Q 3**      Explain any four management controls which you will deploy in managing your E-commerce website. Support your answer with examples from industry which should be analytical in nature. **14**
- Q 4**      What is meant by Backend operations of E-commerce Website? Explain what management controls you will take into considerations while managing your E-commerce processes? Support your answer with suitable analytical reasoning from management perspective and not from technical perspective such as database tuning, network traffic and the like. **14**
- Q 5**      What are the key points which need to be taken into consideration while dealing with supply chain operations in E-Commerce setup? Support your answer with analytical reasoning from management perspectives. **14**

**Q 6** Explain the following by means of analytical reasoning and suitable examples.

- a) Functionality.
- b) Call to action.
- c) Value proposition.
- d) Branding.

**14**

**Q 7** Imagine that you are working in a company which deals in E-commerce operations. You have been asked by the management to design a new website portal for handling the various business processes of the company. How you will approach this task to completion so as to ensure that the website is up and running.

Remember, that you have to take into consideration both the perspectives i.e. internal and external as well as you have to justify your answer with the various metrics which you will use during the course of setting up of the website portal. Support your case with analytical reasoning.

**14**

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