



Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Honours in Business Administration
Course CODE: COM558

Year 3 Semester II

SEMESTER END EXAMINATION

E- Commerce – MGBM 3328

- This paper consists of EIGHT questions on FOUR (04) pages.
- Answer FIVE (05) questions including Question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2024.04.05

Pass mark: 40%

Time:03 Hours

Question 01: (Compulsory)

- (a) What is E-commerce? Explain advantages and disadvantages of E-Commerce. (05 Marks)
- (b) What are the business models of e-commerce? Explain each business model. You may use examples in your answer to support your answer (12 Marks)
- (c) Describe what is an E-commerce business model (03 Marks)

Question 02

Consider the case of XYZ Retail, a company that successfully transitioned from a traditional brick and mortar model to a click and mortar business. By establishing an online presence and implementing robust e-commerce platforms, XYZ Retail experienced significant growth in sales and customer satisfaction. The company invested in user-friendly websites, mobile apps, and efficient delivery systems, attracting both online and offline customers

- (a) Describe the concepts of brick and mortar, click and mortar, and click-based

- businesses (06 Marks)
- (b) Write the potential advantages and challenges of integrating e-commerce and e-business strategies into the company's operations (03 Marks)
- (c) Discuss and explain the e-business processes that can be used in this retail company to achieve competitive advantages (06 Marks)
- (d) Identify the e-business model of this business. What are the potential challenges faced by it? (05 Marks)

Question 03

ABC Retail is a leading company specializing in apparel retail with a vast network of stores across the country. As part of their continuous improvement efforts, they are considering integrating e-logistics into their supply chain management practices.

ABC Retail has been facing challenges with inventory management, order tracking, and timely deliveries to their stores. Additionally, they aim to enhance their customer service by providing real-time updates and faster shipping options.

- (a) Define value chain and supply chain. Explain how/why value chain and supply chain are needed for businesses. (04 Marks)
- (b) Name and explain the e-commerce /e-business strategies that could be used to streamline supply chain operations, improve inventory visibility, and enhance customer satisfaction. (06 Marks)
- (c) List some important data gathered from different systems implemented in ABC Retail, that you would use to make important business decisions. (Eg: Data on X) Explain how you would use them and the source of that data. (Eg: XY system) (10 Marks)

Question 04

- (a) Discuss the various revenue models utilized in e-commerce. Provide each revenue model's application in a real-world e-commerce platform (10 Marks)
- (b) Analyse the significance of payment systems in e-commerce revenue models. Explore the role of secure payment gateways in facilitating transactions and boosting consumer trust. Support your answer with examples from established e-commerce platforms. (10 Marks)

Question 05

(a) How has social media transformed the landscape of digital businesses, and what are the key advantages and challenges faced by companies integrating social media into their operations? You may use examples of successful digital businesses leveraging social media platforms for growth and customer engagement in your answer.

(10 Marks)

(b) Explore the role of social media analytics in shaping strategic decisions for digital businesses. Discuss an example where a company utilized social media analytics to enhance its marketing campaigns or improve customer satisfaction.

(05 Marks)

(c) A company effectively utilized influencer partnerships to increase brand awareness and drive sales through social media platforms. Analyze the positive and negative impact of influencer marketing on digital businesses

(05 Marks)

Question 06

Company ABC, a startup in the digital marketing sector, embarks on a journey to establish itself as a prominent player in the industry. Initially focusing on providing digital advertising services, ABC expands its business scope by integrating various business models to meet evolving market demands.

Examine the diverse application of integrated business models, including brokerage, advertising, merchant, manufacturer, affiliate, community, subscription, and utility models, within the contemporary business landscape. Analyze the effectiveness and challenges associated with each model's implementation.

(20 Marks)

Question 07

XYZ Clothing Company, a startup specializing in sustainable fashion, decided to leverage e-marketing strategies to increase brand awareness and drive online sales. The company implemented various digital marketing tactics, including social media marketing, email campaigns, influencer collaborations, and search engine optimization (SEO).

(a) Describe how XYZ Clothing Company utilized social media platforms like Instagram, Facebook, and Twitter to engage with its target audience and promote its sustainable fashion products. Discuss specific campaigns or content strategies that can be used.

(08 Marks)

(b) Analyze the effectiveness of XYZ Clothing Company's email marketing campaigns. Evaluate factors such as email content, frequency, segmentation, and personalization in driving customer engagement and conversions. Provide examples of usable email campaigns. (06 Marks)

(c) Evaluate the effectiveness of XYZ Clothing Company's SEO strategy in improving website traffic and search engine rankings. Discuss the optimization techniques employed, such as keyword research, on-page SEO, and link building, and their contribution to organic visibility and online sales.

(06 Marks)

Question 08

- (a) Explain what Intranet, Extranet and Internet means
- (b) Explain how e-businesses could use the intranet
- (c) Explain how e-businesses could use the extranet

(06 Marks)

(07 Marks)

(07 Marks)

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