

VPM's
Dr. VN BRIMS, Thane
Programme: PGDM (2014-16)
Fifth Trimester Examination January 2016

Subject	E-business and on demand economy		
Roll No.		Marks	30 Marks
Total No. of Questions	5	Duration	1.5 Hours
Total No. of printed pages	1	Date	20.01.2016

Note: Q1 is compulsory and solve any TWO from the remaining FOUR questions.

Q1) 10 Marks (Compulsory)

You plan to start a portal selling designer youth products like t-shirts, watches, gift items etc. Create a detailed plan discussing the business model and the revenue model.

Attempt any TWO from the remaining FOUR Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Discuss

- a) Search engine marketing
- b) Search engine optimization
- c) Social media marketing

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Write short notes on

- a) Marketplace model
- b) VORTALS
- c) Subscription model

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) How can data be used as a revenue model?
- b) What is an e-wallet? Explain the revenue model of an e wallet
- c) Recently you have seen many companies shutting down their mobile websites and relying solely on the mobile app. What according to you is the reason behind this?

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What do you mean by an affiliate website?
- b) The logistics is the deciding factor in the feasibility of an ecommerce portal. Discuss.
- c) Discuss the role of discounts in the growth of ecommerce sites.