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Reg. No.

Question Paper Code

21288

MBA - DEGREE EXAMINATIONS, NOV/DEC 2022

Third Semester

Master of Business Administration

20MBS302 - E-COMMERCE

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

- | | <i>Marks,
K-Level, CO</i> |
|---|-------------------------------|
| 1. Recall the term Mobile commerce. | 2,K1,CO1 |
| 2. List out the economic forces that affect e-commerce organizations. | 2,K1,CO1 |
| 3. State the need for protocols. | 2,K1,CO2 |
| 4. Define the term cloud bursting. | 2,K2,CO2 |
| 5. State whether, e-mail marketing work for e-Commerce. | 2,K1,CO3 |
| 6. List out the main features of e-CRM. | 2,K1,CO3 |
| 7. Recall the types of digital currencies. | 2,K1,CO4 |
| 8. List out the types of Cryptography. | 2,K1,CO4 |
| 9. Appraise the term e-commerce entity. | 2,K3,CO5 |
| 10. List out the challenges in applying ethics in online trading. | 2,K1,CO5 |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Explain why retailers are moving towards e-commerce trade. 13,K1,CO1
- OR**
- b) "Social media is a powerful tool for e-commerce websites" Elucidate. 13,K1,CO1
12. a) Discuss the various cloud deployment models. 13,K1,CO2
- OR**
- b) (i) Explain web server architecture. 7,K1,CO2
(ii) Explain the types of web servers. 6,K1,CO2
13. a) Explain the e-Commerce order fulfillment process with a neat sketch. 13,K2,CO3
- OR**
- b) Discuss the National e-governance Plan. 13,K2,CO3

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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14. a) Explain the security measures used by payment gateways. 13,K1,CO4
OR
b) Explain e-Commerce Security protocols. 13,K1,CO4
15. a) "OECD plays a prominent role in e-commerce tax regulation" Discuss. 13,K2,CO5
OR
b) "Privacy is a serious concern in e-Commerce trade" Discuss. 13,K2,CO5

PART - C (1 × 15 = 15 Marks)
(Compulsory)

16. The eBay is a completely new phenomenon, where the customer can buy and sell products through bidding. The customers are spread all over the world. Due to its popularity, it has established websites in different countries and has been successful. In September 1995, the eBay was founded in San Jose, California. Millions of collectibles, appliances, computers, household items, furniture, equipment, and even vehicles are sold and bought through eBay. Anything can be sold as long as it is not illegal or does not violate the eBay Prohibited and Restricted Items policy. Services and intangibles can be sold, too. Many organizations such as IBM use eBay to sell their products on auction which is used for setting the price. eBay used to receive calls from its customers from all over the place. The volume of incoming calls was understandably high and eBay had to employ a large staff to handle these calls. Still, there were complaints from customers that the service quality was not up to their expectations. In fact, eBay struggled to keep up with its own success and match its online customer growth with online customer service excellence. The number of registered customers was around 3.8 million in its first 2.5 years of operations. The eBay had to change its strategic orientation for handling such a large number of calls 15,K6,CO6

As the popularity and business grew, eBay started receiving e-mails to the tune of 2,000 per week, which slowly crosses 75,000 e-mails per week. These e-mails and other forms of messages had requests for the submission for bids, replies from buyers and sellers. To handle these calls, eBay introduced an automatic e-mail response system. In this system, the queries were categorized and at the first level, depending on the queries, automated responses were sent which helped the customers to troubleshoot. If there was a need for going to the next level of interaction, then the customer care executives stepped in. This ensured there was a prompt response to the queries, which assured the customers that their queries are being attended to. Internally, eBay defined a workflow system, by which, these queries were assigned to different executives. Service Level Agreements (SLA)

were defined for different categories of the query; these SLAs ensured that within the define time period, the executives have to find solutions to the queries. Till the customer was satisfied, the allocations were kept open. So not only there was automation in the mail response system, query allocation was also automated through workflow mechanism. Automation of the allocation of queries through workflow ensured that all the queries were dealt with. This resulted in customer satisfaction and an increase in registered customers and subsequently, the number of business transactions also increased.

The eBay also created an automated knowledge management system for query handling. Kana Communication (now acquired by Broad base) helped eBay build a “knowledge base” of seals and support content that describes the rules and requirements for using the auction site services. The combination of a knowledge management system, automated workflow mechanism, and mail response system increased productivity by more than 50 %. This was achieved by routing queries to appropriate specialists and routine queries were dealt by using ready-made content in the knowledge management system.

The next level of automation at eBay was done in collaboration with customers. The eBay provided what was known as self-service by providing online frequently asked questions (FAQs). This FAQ was constantly modified with inputs from customers. It also introduced a rating system for business transactions. The customers rated buyers, sellers, and the quality of the products based on their personal experience. This provided an automated credit rating system for sellers and buyers. Since there was no direct contact for transactions in eBay, this helped to provide confidence to its users. This also reduced the chances of unsatisfied customers. Other automated systems include online help, account management, item engine search, forums, and chats on different topics.

The case gives an example of how to use automation in customer care and convert the traditional business model of auctioning over the electronic channel.

Questions:

- a) “eBay cannot survive without e-commerce” Discuss.
- b) How can the customer care department benefit from e-commerce?
- c) What are the benefits to different stakeholders through e-commerce websites?