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(BBA IN SPORTS MANAGEMENT)
EXAMINATION: DECEMBER - 2023
SEMESTER – III
Sub.: E Commerce (BBA22-315)

Date : 18/12/2023   **Total Marks : 60**   **Time: 10.00 am To 12.30 pm**

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1.   **Choose the most appropriate option.**   **(05)**

1.   A _____ is a payment card that deducts funds directly from a linked checking account to facilitate electronic transactions and purchases.
a) Debit card   b) Credit card
c)E-payment   d) None of the above

2.   Pay-per-click (PPC) is
a) Is a type of internet advertising model where you pay a fee each time your ad is clicked?   b) It's a set of processes aimed at improving your website's visibility in search engines (such as Google).
c) Target audience through email campaigns.   d) All of the above

3.   In the B2C model, businesses sell to
a) Consumers   b) Business
c) Retailers   d) Wholesalers

4.   Which is not Intellectual property right
a) Trademark   b) Copyright
c) Patent   d) physical inventory

5.   What role does Artificial Intelligence (AI) play in E-commerce?
a) No role in E-commerce   b) Only used for inventory management
c)Enhances customer experience, personalization, and product recommendations   d) Limited impact, mainly used for marketing

Q. 2.   **State True / False**   **(05)**

1.   One of the advantages of digital wallets is the ability to securely store and manage multiple payment methods in one place.
a) True   b) False

2.   Credit cards allow users to make purchases by borrowing money up to a predefined credit limit.
a) True   b) False

3.   Business-to-Government (B2G) refers to transactions and relationships between private businesses and individual consumers.
a) True   b) False

4.   E-commerce provides businesses with the opportunity to reach a global audience, expanding market reach beyond geographical constraints.
a) True   b)False

5.   SEO Stands for search engine Optimisation
a) True   b) False

Q. 3.   **Write Short notes on (Any Three)**   **(15)**
1. Importance of Ecommerce
2. Online payment gateways
3. Social Media Marketing
4. Ethical considerations and responsible e-commerce practices
5. Crypto currencies in e-commerce

Q. 4.   **Answer in detail (Any Two)**
1. What are the primary forms of intellectual property rights ? Explain in detail .   **(20)**
2. What are the Types of payment systems
3. Enlist Business model and explain any 2 in detail

Q. 5.   **Case study**   **(15)**

<p style="text-align:center">MakeMyTrip's Social Media Marketing Triumph</p>

MakeMyTrip, a prominent online travel platform, strategically employed social media marketing to bolster its brand presence and engage with a diverse audience of travelers. Faced with the challenge of establishing trust and conveying the essence of its travel services, MakeMyTrip adopted a multifaceted social media strategy.

MakeMyTrip encouraged users to share their travel experiences through photos and stories using the hashtag #MyTripMoments. This UGC served as authentic testimonials, showcasing a variety of destinations, accommodations, and travel adventures, making it relatable to potential customers.

MakeMyTrip frequently shared inspiring stories from both travelers and hosts, emphasizing the personal and emotional aspects of their travel experiences. These narratives aimed to build trust and create a sense of community among the diverse user base.

To enrich the travel experience, MakeMyTrip shared local insights, travel tips, and destination recommendations. This content positioned MakeMyTrip as not just a booking platform but also a source of travel expertise, offering valuable information to travelers.

MakeMyTrip ran interactive campaigns such as "ExploreWithMMT," encouraging users to share their unique travel insights, hidden gems, and travel hacks. This interactive approach created engagement and reinforced MakeMyTrip's commitment to providing a holistic travel experience.

MakeMyTrip collaborated with travel influencers, bloggers, and celebrities to showcase diverse travel experiences and destinations. These partnerships helped extend the brand's reach, catering to varied audience segments and providing aspirational travel content.

MakeMyTrip utilized social media for crisis management, addressing travel-related concerns and issues promptly. Transparent communication during crises helped maintain trust in the brand's commitment to customer satisfaction.

Results:

1. Increased Engagement: MakeMyTrip's strategic use of social media resulted in increased engagement, evident through likes, shares, and comments on platforms like Twitter, Facebook, and Instagram.

2. Brand Resonance: The emphasis on user-generated content, traveler stories, and local insights contributed to the brand's resonance with a wide audience, making MakeMyTrip a trusted travel companion.

3. Community Building: MakeMyTrip successfully built a virtual community around travel enthusiasts, fostering active participation, discussions, and the sharing of travel experiences, creating a vibrant online travel community.

4. Market Expansion: The use of influencer collaborations and interactive campaigns enabled MakeMyTrip to expand its market reach and appeal to a diverse demographic of travelers.

MakeMyTrip's social media triumph showcases how a travel platform can effectively leverage user-generated content, narratives, and interactive campaigns to establish a trustworthy global brand. By emphasizing authentic travel experiences, engaging with diverse audiences, and providing valuable travel insights, MakeMyTrip not only increased brand visibility but also cultivated a dynamic online community of travel enthusiasts. This success underscores the potential of social media marketing in the travel sector to inspire, connect, and foster trust among a broad spectrum of travelers.

Q1) Can you explain the specific strategies MakeMyTrip employed to foster trust in their community-driven model

Q2) How did these strategies positively impact their brand?

Q3) Study and analyze the case.

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