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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: MAY- 2024

SEMESTER - III

Sub.: E Commerce (BBA22-315)

Date : 30/05/2024

Total Marks : 60

Time: 2.00 pm to 4.30pm

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

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

1. Wholesalers selling products to retailers or manufacturers sourcing materials from suppliers are examples of sales.
 - a) B2B
 - b) B2C
 - c) C2C
 - d) None of the given
2. Online bring together buyers and sellers on a single platform, facilitating transactions between multiple parties.
 - a) Prospectus
 - b) Shares
 - c) marketplaces
 - d) None of the given
3. What is the primary purpose of a digital wallet in e-commerce?
 - a) To store digital coupons and promotional offers
 - b) To track online order shipments and deliveries
 - c) a and b
 - d) To securely store and manage payment information
4. What role does blockchain technology play in e-commerce?
 - a) Providing secure payment processing and transactions
 - b) Enhancing search engine rankings and visibility
 - c) Facilitating peer-to-peer transactions and supply chain transparency
 - d) Enabling personalized product recommendations
5. Which of the following is an example of intellectual property?
 - a) Trademarked company logo
 - b) Customer database
 - c) a and b
 - d) None of the given

Q. 2. State True / False (05)

1. Deceptive advertising is the term for the practice of intentionally deceiving customers with false or misleading information in e-commerce
 - a) True
 - b) False
2. Data protection and privacy is an ethical consideration relevant to online consumer privacy.
 - a) True
 - b) False
3. A virtual tours of physical retail stores is NOT an example of VR and AR technology being used in e-commerce
 - a) True
 - b) False
4. Crypto currencies like Bitcoin facilitate online transactions in e-commerce by enabling secure and decentralized payments
 - a) True
 - b) False
5. The primary purpose of artificial intelligence (AI) in e-commerce is NOT Personalizing the shopping experience.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Definition and scope of e-commerce
2. Online payment gateways
3. Artificial intelligence (AI) in e-commerce
4. Virtual Reality
5. Search engine optimization

Q. 4. Answer in detail (Any Two) (20)

1. How do businesses protect their intellectual property when operating in the online environment?
2. How is artificial intelligence (AI) being used in e-commerce, and what are its primary applications and benefits?
3. What is blockchain technology, and how does it work in the context of e-commerce transactions and supply chain management?
4. What is search engine optimization (SEO), and why is it important for online marketing and advertising?

Q. 5. Company XYZ, an online retailer specializing in fashion apparel, sought to improve its e-commerce platform's customer experience to drive sales and foster brand loyalty. (15)

Recognizing the importance of personalization in today's competitive online marketplace, the company implemented several strategies to tailor the shopping experience to individual customer preferences.

Firstly, XYZ revamped its website interface to incorporate user-friendly navigation, intuitive search functionalities, and visually appealing product displays. This ensured that customers could easily browse through the extensive product catalog and find items of interest.

Secondly, XYZ leveraged data analytics and machine learning algorithms to analyze customer behavior and preferences. By tracking user interactions, purchase history, and demographic information, the company gained valuable insights into each customer's unique preferences, style preferences, and shopping habits.

Armed with this data, XYZ implemented personalized product recommendations and targeted marketing campaigns. By displaying relevant product suggestions based on previous purchases, browsing history, and demographic profiles, the company enhanced the relevance of its offerings and increased the likelihood of conversion.

Additionally, XYZ implemented personalized email marketing campaigns, sending tailored promotions, discounts, and recommendations to individual customers based on their preferences and behaviors. This personalized approach not only improved customer engagement but also fostered a sense of loyalty and brand affinity.

To measure the effectiveness of these initiatives, XYZ tracked key performance indicators such as website traffic, conversion rates, average order value, and customer satisfaction scores. The results were promising, with significant improvements observed across all metrics.

1. How did Company XYZ leverage data analytics and machine learning to personalize the e-commerce shopping experience?
2. What are the potential challenges and limitations of implementing personalized e-commerce strategies, and how can they be addressed?
3. What were the strategies implemented by XYZ to enhance the relevance of its product offerings and marketing campaigns?