**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FOURTH TRIMESTER (Batch 2020-22)**

**END TERM RE-IMPROVEMENT EXAMINATION, JAN-2022**

|  |  |  |  |
| --- | --- | --- | --- |
| Course Name |  **E-commerce** | Course Code | **IT401** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

………………………………………………………………...…………………………

**Questions.1** The concept of “chatbots” based customer engagement and grievance solving in an e-commerce website is very. What are the benefits of this concept during COVID-19 and how we can use this concept in the current scenario. **(10 Marks)**

**Questions.2 (a)** Calculate which item have more probability to be recommended by e-commerce website to their customers, find out the support and confidence A, B, D, A->F, C->D (please mention formula for both support and confidence calculation. **(2.5 Marks)**

|  |  |
| --- | --- |
| **Transaction ID** | **Items Bought** |
| 500 | {A, B} |
| 250 | {A, B, C} |
| 425 | {A, C} |
| 50 | {A, B, F} |
| 200 | {A, D} |

**Questions.2 (b)** When an organization would be planning for multi-item forward auction, and suppose it is again a selling kind of auction the set of items to be sold are A, B, C, D and E and having only one unit of each. And 3 bidders submit the bundle bids, which bidding combination would be giving highest profit.

**(2.5 Marks)**

|  |  |  |
| --- | --- | --- |
| Buddle of bidder -1 | Buddle of bidder -2 | Buddle of bidder -3 |
| 100 units (A, B) | 55 units (A, E) | 90 units (A, C) |
| 40 units (B, C) | 10 units (D, E) | 40 units (B, D) |
| 35 units (B, D, E) | 80 units (A, B) | 20 units (B, D, E) |
| 50 units (B, D) | 65 units (E) | 15 units (B, D) |
| 75 units (A, B, C) | 20 units (A) | 10 units (A, B, C) |

**Questions.3** Reverse logistics deals with the processes associated with the flows of products, components and materials from users/owners to re-users it undergoes the flow of products, components, materials and other equipment stream forward and backwards and back in their supply chains. Reverse logistics is an issue of concern during COVID-19. Comment. **(10 Marks)**

**Question-4** As per the given dataset please calculate below mentioned values and create a dashboard for taking effective decision. **(10 Marks)**

1. Which month is having highest incident cost, and which shift is reporting for this highest cost?
2. Which department is running maximum on Weekends?
3. Compare the medical claim as per the gender and Plant.
4. Which department is having highest head injury during night shift?
5. In which Plant male are getting more injuries as compare to females.