**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

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

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

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

**INSTRUCTIONS:**

**Questions.1** The concept of “smart mirror” in an e-commerce website worked in attracting customers. Why this concept is beneficial for both Pre COVID-19 and Post COVID-19 scenario **(10 Marks)**

**Questions.2** Calculate which item have more probability to be recommended by e-commerce website to their customers, find out the support and confidence A, B, C, A->C, B->D **(5 Marks)**

|  |  |
| --- | --- |
| **Transaction ID** | **Items Bought** |
| 1000 | {A, B, C} |
| 500 | {A, B} |
| 200 | {A} |
| 100 | {A, B, D} |
| 50 | {C, D} |

**Questions.3** Explain the concept of last mile delivery in e-commerce. Calculate on the basis of the choice to purchase the goods (1050 units) from four suppliers, how would they decide the amount purchased from these four suppliers as per the given information. **(5 marks)**

**Supplier 1:** first supplier offers 150 rupees for first 400 units and 50 rupees for between 100 to 200 units.

**Supplier 2:** second offers 100 units 60 rupees, second 25 units 20 rupees, next 10 unit 15 rupees and finally next 10 units 30 rupees.

**Supplier 3:** third supplier offers 75 units 50 rupees, second 50 units 30 rupees, next 10 unit 30 rupees and finally next 5 units 10 rupees.

**Questions.4** The website layout is very import to attract the consumers as it enhances the UX (User experience) and User experience is very much dependent of UI (User Interface) of any website or app. Comment. **(10 Marks)**

**Question-5** As per the given dataset please calculate below mentioned values and create a dashboard for taking effective decision. **(10 Marks)**

1. Which region is doing better in terms of sales of chairs in furniture category?
2. Is profit earned is directly lined with the order priority.
3. Compare no. of units sold in Consumer, Corporate and Home Office segment.
4. Compare profit earned in EU and Canada in please consider number of units and discount offered.