**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

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

**END TERM EXAMINATION, OCT-2021**

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

**INSTRUCTIONS: • All the questions are compulsory.**

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**Questions.1** Please calculate the winner as per the given scenario: **(9 Marks)**

1. Explain the concept of Forward auction. B2B an e-commerce organization got the order from different clients, if they have 100 units to sell, how they decide the winner. Which of the bidder would not able to get his demand completely fulfilled and why?

|  |  |
| --- | --- |
| Bidder | Price / Quantity |
| 1 | (30, 20) |
| 2 | (25, 15) |
| 3 | (45, 30) |
| 4 | (40, 30) |
| 5 | (12, 28) |

1. Enlist the various criteria of multiunit reverse logistics if an organization and calculate on the basis of the choice to purchase the goods (500 units) from three suppliers, how would they decide the amount purchased from these three suppliers as per the given information.

**Supplier 1:** first supplier offers 100 rupees for first 300 units and 50 rupees for between 300 to 400 units.

**Supplier 2:** second offers 100 units 100 rupees, second 100 units 80 rupees, next 100 unit 60 rupees and finally next 10 units 40 rupees.

**Supplier 3:** third supplier offers 100 units 40 rupees, second 100 units 60 rupees, next 100 unit 80 rupees and finally next 10 units 100 rupees.

1. 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 2 bidders submit the bundle bids, which bidding combination would be giving highest profit.

|  |  |
| --- | --- |
| Buddle of bidder -1 | Buddle of bidder -2 |
| 100 units (A, B, D) | 75 units (A, E, D) |
| 50 units (B, C) | 200 units (D, E) |
| 65 units (B, D, E) | 100 units (A, B) |
| 75 units (B, D) | 75 units (E) |
| 50 units (A, B, C) | 200 units (A) |

**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** |
| 2000 | {A, B, C} |
| 1000 | {A, C} |
| 4000 | {A, D} |
| 5000 | {B, D, F} |
| 2000 | {C, D} |

**Questions.3** The concept of “midnight sale” on an e-commerce website worked in attracting customers when they were not expected. The prices on apparels were slashed, but this attracted a lot of customers, which increased the amount of business that the establishment did during that time. This increased their profits for that time. It proved to be so effective that most e-commerce adopted it as well. e-commerce has made it possible to ease the way the dynamic pricing, justify your answer **(6 Marks)**

**Questions.4 The given dataset is collected by analytics firm of New Delhi,** they have to take some decisions in order to plan next year marketing campaign, firm has prepared a dashboard by which organizations strategic team could take some data driven-decisions:

1. Key Metrics

a) Total Sales

b) Total Profit

c) Total Shipping Cost

d) Average Sales

e) Average Profit

f) Average Shipping Cost

g) Number of Transactions

2. Compare Sales by Year and Quarter.

3. Top 10 Customer for proving some loyalty plan based on (by Total Sales) displaying Total Sales, Average Sales, Number of Transactions, Highest Sale and Lowest Sale. **(3.5 +3.5 + 3=10 Marks)**

**Question-5** More than 61% of logistics companies agree that last-mile delivery is the most inefficient process in the entire supply chain. 56% of shoppers would not buy from a brand again if they are not satisfied with the shipping service. The last mile represents one of the most time-consuming and expensive elements of the entire e-commerce supply chain and 53% of total shipping costs includes last mile delivery. Explain the significance of last mile delivery in an e-commerce organization in Post COVID scenario. **(10 Marks)**