**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

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

**END TERM IMPROVEMENT EXAMINATION, DEC-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** The concept of “try before buying” on an e-commerce website worked in attracting customers when they were not expected. What are the issues with this concept during COVID-19 scenario, how we can use this concept in the current scenario **(8 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** |
| 2000 | {A, B} |
| 1000 | {A, B, C} |
| 4000 | {A, C} |
| 5000 | {A, B, F} |
| 2000 | {A, D} |

**Questions.3** Please calculate the winner as per the given scenario:  **(4.5 Marks each)**

1. Explain the concept of Reverse. Enlist the various criteria of multiunit reverse logistics if an organization and calculate on the basis of the choice to purchase the goods (1000 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 500 units and 75 rupees for between 300 to 400 units.

**Supplier 2:** second offers 100 units 90 rupees, second 90 units 60 rupees, next 90 unit 40 rupees and finally next 10 units 30 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 |
| 120 units (A, B) | 55 units (A, E, D) |
| 40 units (B, C) | 100 units (D, E) |
| 35 units (B, D, E) | 80 units (A, B) |
| 25 units (B, D) | 65 units (E) |
| 40 units (A, B, C) | 20 units (A) |

**Questions.4** 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 presents one of the biggest operational challenges in the world of [e-commerce freight logistics](http://www.globaltranz.com/technology/e-commerce-solutions/). Comment. **(10 Marks)**

**Question-5** As per the given dataset please calculate below mentioned values and create a dashboard for taking effective decision. **(8 Marks)**

1. Find out total value of level 1, level 2 and level 3 products
2. Which is most preferred currency?
3. Which year is doing best in terms of sales value?
4. Find out the sales in terms of actual and variable version and which is better?