|  |  |
| --- | --- |
| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management |
| **Course Title: E-commerce, (Course Code: 40826)**  **End-Term Examination, Term - V (January, 2024)** | |
| **Time Duration: 2 Hours Total Marks: 40** | |

***General Instructions*:**

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *Marks against each question are indicated to its right.*
3. *Q1 would be done on PowerBI or MS Excel, and the interpretation should be in the answer sheet. (Q1.xlsx dataset)*
4. *Answers should be brief and to the point.*
5. *Do not write on the question paper except your roll number.*

**Q1.** Fashion.com is an e-commerce organization dealing with fashion apparel, footwear, and other accessories. After completing one year of this venture, the organization still needs clarification about the various parameters that contribute to the sales. In the future, they would also plan to open their brick-and-mortar shops.Help them decide on the city in which they open, the media they can target for marketing, the gender they target, the profession they target, the city and regions they target, product category, and the shipping mode they focus on to boost their sales. **(10 Marks)**

**Q2.** Sometimes, at the end of the season, the prices of particular goods are too low on e-commerce websites and brick-and-mortar shops. As per the e-commerce website, explain which type of model-based e-commerce website is most affected by this type of end-of-the-season sale.

Dynamic pricing is applicable in this scenario or not. List some e-commerce examples of dynamic pricing based on criteria like shipping mode, extra features, delivery duration, personalization, location of the person who has ordered, etc. **(8 Marks)**

**Q3. (a)** Based on the data suggest which product we can buddle with the Maggi noodles**.**

**(5 marks)**

|  |  |
| --- | --- |
| Maggi | Ketchup |
| Biscuits | Maggi |
| Ice cream | Bread |
| Pasta | Maggi |
| Bread | Ketchup |
| Maggi | Ketchup |
| Chips | Maggi |
| Butter | Pasta |
| Maggi | Ketchup |
| Butter | Ice cream |
| Maggi | Chips |
| Shampoo | Bread |

**(b**) The lift of Pair -1 of the item is 1.81, Support is 56%, and Pair-2 with lift 1.87 and Support 62%, which would be a good option for buddling. Is only the lift and support required to decide for buddling, or is there any other parameter? If there is any other factor, how can we decide? Comment on considering lift value or support value.  **(4 marks)**

**(c)** Is the winner determined separately based on a forward or reverse bid? Comment on the difference in bigging in the case of forward and reverse. In a multi-item forward bidding scenario, decide which combination of bidders would be selected if a supplier got the bidding options from two bidders and we have to purchase only one unit of one type of item, which bidding combination would give the highest profit.  **(3 marks)**

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

**Q4.** For e-commerce companies, the returns are a costly function, and it becomes a major challenge. It hurts the bottom line of the business. The reverse logistics will have to change as, at present, the online retailers bear the cost of postage and return charges. To mitigate the burden on online retailers, the free return policy should evolve soon, and there will be a different policy on the return side.  Currently, the customer can return the product for free, and there would be a cost to return the product or a different price between return and non-return. However, implementing such a policy is difficult considering the current free return policy scenario. One solution could be that online retailers must try to perfect their initial delivery process and, at the same time, speed up the delivery. The speed of delivery involves more expenditure. The item comes back and needs to be handled from a human resources standpoint, a storage standpoint, and a sales standpoint.

1. List the challenges e-commerce companies face to returns and enlist some mitigation measures.  **(3 marks)**
2. Propose two strategies that an e-commerce company could adopt to perfect its initial delivery process and speed up delivery, considering the potential impact on mitigating the burden of returns**. (3 marks)**
3. Assess the feasibility and potential challenges of transitioning from a free return policy to a model where customers bear the cost of returns. Mention some factors that online retailers should consider in evaluating the success of such a policy change**.**

**(4 marks)**