**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**Set-2**

**PGDM**

**FOURTH TRIMESTER (Batch 2019-21)**

**END TERM IMPROVEMENT EXAMINATION, NOV-2020**

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

**INSTRUCTIONS:**

All the questions are compulsory.

Please create the Excel sheet for Q1(b), by coping the data from Question paper into it, save the file with your Full Name (FirstNameLastname)

Q1. a) If organization 1 has Maximum bid rate of Rs. 4, quality score is 1, organization 2 has Maximum bid rate of Rs. 6 quality score is 4 and organization 3 has Maximum bid rate of Rs. 1, quality score is 12. Calculate the Ad rank of all three organizations and also share their positions in terms of Ads (which organization’s Ad would come at first positon, second position and so on. **(5 Marks)**

b) As per the given data please find out: **(5 Marks)**

1. Find out on which date the highest number of abandon shopping cart in different states
2. Please explain is there is any relation between clicks and order amount explain with data for different gender.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S No.** | **Date** | **Gender** | **Education Level** | **Annual Income** | **Marital Status** | **Geographic location** | **customer segment** | **order amount** | **Clicks** | **CTR** |
| 1 | 12-09-2020 | M | Master | 7191600 | Married | Rajasthan | Abandon their shopping carts | 523.92 | 513 | 0.2565 |
| 2 | 11-08-2020 | F | Some College | 6156000 | Single | MP | Browse your product pages without buying | 2195.82 | 575 | 0.2875 |
| 3 | 12-03-2020 | F | Associate Degree | 2508000 | Married | MP | Buy from you regularly | 29.24 | 26 | 0.013 |
| 4 | 12-09-2020 | F | High School | 3490800 | Married | UP | Abandon their shopping carts | 4787.8875 | 86 | 0.043 |
| 5 | 12-09-2020 | F | Professional Degree | 4161600 | Single | Bihar | Abandon their shopping carts | 44.736 | 252 | 0.126 |
| 6 | 13-09-2019 | F | Bachelor | 3681600 | Married | CG | Browse your product pages without buying | 342.02 | 39 | 0.0195 |
| 7 | 10-01-2019 | M | High School | 3204000 | Married | Himachal Pradesh | Buy from you regularly | 29.12 | 832 | 0.416 |
| 8 | 12-09-2020 | M | Some College | 3231600 | Single | Jharkhand | Abandon their shopping carts | 5442.912 | 6852 | 3.426 |
| 9 | 13-07-2019 | M | Associate Degree | 1143120 | Divorced | Sikkim | Browse your product pages without buying | 55.512 | 3057 | 1.5285 |
| 10 | 12-09-2020 | M | Associate Degree | 6284400 | Married | Kerala | Abandon their shopping carts | 574.5 | 115 | 0.0575 |

Q2. a) An older adult who perceives social media as too difficult to use or a waste of time will be unlikely to want to adopt this technology, how perceived usefulness or perceived ease of use will be helpful to grow the e-commerce businesses, explain by considering various facets of Technology Acceptance Model. **(5 marks)**

b)Many of the websites charge restaurants advertising fees for featuring their outlet on the homepage or as a feature listing, list down the benefits of this facility, explain its benefits for both website and the restaurants. **(5 marks)**

Q3. There are estimated to be between 12-24 million ecommerce stores selling products on the web, but only a small amount around 650,000 stores are earning good, is there is issue of branding, discounts or variety. Comment. **(10 marks)**

Q4. IoT improves the monitoring and tracking of inventory items, reducing human errors in reordering items, explain usage in term of inventory based e-commerce model. **(10 marks)**