**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**Set-1**

**PGDM**

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

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

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

Q1. a) Three organizations want to plan for Google AdWords Organization-1 maximum is able to pay Rs.10 and google allotted quality score as 5, Organization-2 is able to pay Rs. 5 and google allotted quality score as 7 and similarly Organization-3 is comfortable to pay Rs. 15 and google allotted quality score as 2. Which of them would get higher position and why? Explain the term Bid and quality score. **(5 Marks)**

Q1 b) As per the given data please find out:

1. The amount of abundant shopping cart and compare it gender wise in all the states.
2. Please explain is there is any relation between clicks and CTR explain with data.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S No.** | **Age** | **Date**  | **Gender** | **Education Level** | **Annual Income** | **Marital Status** | **Geographic location** | **customer segment** | **order amount** | **Clicks** | **CTR** |
| 1 | 41 | 12-09-2020 | M | Master | 7191600 | Married | Rajasthan | Abandon their shopping carts | 523.92 | 513 | 0.2565 |
| 2 | 49 | 11-08-2020 | F | Some College | 6156000 | Single | MP | Browse your product pages without buying | 2195.82 | 575 | 0.2875 |
| 3 | 37 | 01-03-2020 | F | Associate Degree | 2508000 | Married | MP | Buy from you regularly | 29.24 | 26 | 0.013 |
| 4 | 33 | 23-07-2020 | F | High School | 3490800 | Married | UP | Haven't been back to your website in a while | 4787.8875 | 86 | 0.043 |
| 5 | 27 | 12-01-2019 | F | Professional Degree | 4161600 | Single | Bihar | Abandon their shopping carts | 44.736 | 252 | 0.126 |
| 6 | 32 | 13-09-2019 | F | Bachelor | 3681600 | Married | CG | Browse your product pages without buying | 342.02 | 39 | 0.0195 |
| 7 | 59 | 10-01-2019 | M | High School | 3204000 | Married | Himachal Pradesh | Buy from you regularly | 29.12 | 832 | 0.416 |
| 8 | 30 | 29-11-2019 | M | Some College | 3231600 | Single | Jharkhand | Haven't been back to your website in a while | 5442.912 | 6852 | 3.426 |
| 9 | 38 | 13-07-2019 | M | Associate Degree | 1143120 | Divorced | Sikkim | Browse your product pages without buying | 55.512 | 3057 | 1.5285 |
| 10 | 36 | 03-08-2019 | M | Associate Degree | 6284400 | Married | Kerala | Buy from you regularly | 574.5 | 115 | 0.0575 |

Q2. The world of online shopping is a market driven by massive competition and constant changes. Despite this, Amazon is still the preferred one-stop-shop destination for millions of loyal customers worldwide. But how did they do it**? 10 marks**

Q3**.** a) Online businesses which work on recurring purchases are most suitable for subscription based revenue model. One popular example is online cosmetic store or food ordering website. Explain. **5 marks**

b)Global commission revenue model is one of the most widely used revenue models, where marketplace owner charges a commission on every sale made, what sort of business organizations or entrepreneurs would opt of this model and why? **5 marks**

Q4. Find reliable manufacturing and fulfilment partners to handle production, storage and shipping so that you can focus on running your store, how this can be possible with good and efficient e-CRM. **10 marks**

Q5. a) To this end, Ford, like the other automotive companies, is looking to e-commerce to expedite its connection to consumers. Company estimated that at least 60% of the people who come to a Ford showroom are equipped with information they have browsed from the Internet. Including Ford or Ford dealership web sites. This has changed the relationship of dealer and customer. Explain what sort of new relationship is established between dealer and customer and also share pros and cons of this type of relation. **5 marks**

b) On the business-to-business end, Ford has entered into a web-based parts-and-supplies consortium with General Motors, Nissan, Daimler-Chrysler and Renault called Covisint. The supply chain had too many middlemen. This will make for great efficiencies. Ford has seen an 18% drop in prices for parts and supplies. Illustrate the reason of this 18% drop. **5 marks**