**E-Business**

**April 2022 Examination**

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# Q1. Select any 5 sectors/industry in India doing e-business and state the online marketing strategies (any 2) and online marketing tools (any 2) tools used by companies in each of those sector/industry for successful implementation of e-business. (10 marks)

# Ans 1.

## Introduction

Online purchasing has introduced a new generation, and it is right here to live. In step with one current projection, via 2040, internet purchasing might account for 95 percent of all international purchases. An internet company is one of the excellent methods to begin a brand new business and generate money fast. If you haven't already, you have to take gain of the diverse technical breakthroughs that have more miniature the globe. Whether you have already got a company or

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**Q2. Select any 10 companies/organizations doing e-business in India and state how implementation of e-CRM (any 5) and e-SCM (any 5) had significant impact on their business in terms of results based on improvements in customer relations and supply chain management (10 marks)**

# Ans 2.

## Introduction

Oscar Gomes' term "eCRM" (electronic customer relationship management) carries all conventional CRM traits. CRM systems that utilize intranets, extranets, or the net are labeled into this class. All purchaser contacts handled the usage of facts era (IT) is known as digital customer relationship management (ECRM) (IT). Records collection, compilation, and consumer participation are part of the eCRM technique. Because of its intra-organizational cooperation, eCRM is more successful at connecting with clients than traditional CRM. Customers

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# 3. a) List any 5 ways through which organizations doing e-business can collect data/information about their customers with an example for each (5 marks)

# b) List any 5 internet marketing tools used by organizations/companies doing E-business in India with an example for each tool (5 marks)

# Ans 3a.

## Introduction

Groups today have easy access to a wealth of valuable facts. DMPs are required for the acquisition, garage, corporation, assessment, and activation of statistics. The facts control platform will help all of these responsibilities and the total capacity of your facts (DMP). There are various methods to collect records of the usage of DMP.

**Ans 3b.**

**Introduction**

A number of the latest fulfillment testimonies have come from e-commerce Company entrepreneurs who are simply getting begun. However, diving headfirst into this business approach is a volatile prospect. If you do not have the proper gear and assets, your entire life