**E-Business**

**September 2022 Examination**

**Q1. Prepare a comparative analysis using pros and cons for any 5 online shopping apps by comparing the methods for making a purchase using their shopping carts. Also, compare Master and Visa cards, which uses an open-loop payment system, with American Express, which uses a closed-loop payment by preparing a short note on their differences. (10 Marks)**

**Ans 1.**

**Introduction**

Comparative analysis is the process of comparing items to one another and distinguishing their similarities and differences. When a business wants to analyze an idea, problem, theory, or question, conducting a comparative analysis allows it to better understand the issue and form strategies in response. Comparative is used in many ways and disciplines to understand similarities, differences, the pros and pros of services in most shopping apps or payment methods. Doing a comparative analysis can be an essential step in choosing the best payment method. For example, it could be wise to do a competitive analysis before adding a second

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**Q2. Discuss the various ways (at least 5) through which organizations doing e-business can collect data/information about their customers and find information on any 5 leading online publishing houses in India naming the content category they are dealing in. (10 Marks)**

**Ans 2.**

**Introduction**

**Customer data collection**

Customer data can be collected in three ways: by directly asking customers, indirectly tracking customers, and by appending other sources of customer data to your own.Data allows organizations to measure the effectiveness of a given strategy when strategies are put into place to overcome a challenge, collecting data will allow you to determine how well your solution is performing, and whether or not your approach needs to be tweaked or changed over the long

**Q3. Let us suppose you have been hired by a promising startup (choose any 1 industry/sector) in the e-commerce space as an operations consultant to enhance their business productivity. Post the initial survey you discovered that the company is still replying on traditional tools and methods for their operations related to supply chain and customer relations. To enhance the effectiveness of their operations, you decided to meet and explain to the management about the concepts of e-SCM and e-CRM that are typically useful for e-businesses like theirs.**

**a. What would you tell them about the advantages of e-SCM by using its components and functions for their e-business? (5 Marks)**

**Ans 3a.**

**Introduction**

Electronic customer relationship management (E-CRM) is the application of Internet-based technologies such as emails, websites, chat rooms, forums, and other channels to achieve CRM objectives. It is a well-structured and coordinated process of CRM that automates the processes in marketing, sales, and customer service.Electronic customer relationship

**Q3b. What would you explain about the e-CRM in terms of benefits, limitations, working, implementation, and solution for their e-business? (5 Marks)**

**Ans 3b.**

**Introduction**

Electronic customer relationship management (E-CRM) is the application of Internet-based technologies such as emails, websites, chat rooms, forums, and other channels to achieve CRM objectives. It is a well-structured and coordinated process of ECRM that automates the processes in marketing, sales, and customer service.ECRM provides all records and histories