E-Business

**December 2022 Examination**

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**Q1. You have been hired as a marketing consultant by a promising startup in e-scooter space to enhance their business productivity. Post the initial survey you discovered that the company is using traditional tools and methods for their online operations. To enhance the effectiveness of their operations, you decided to meet and explain to the management about the various online marketing strategies and tools that are typically useful for their e-businesses. What are the various kinds of online marketing tools and strategies that you can suggest to them? (10 Marks)**

# Ans 1.

## Introduction

Internet marketing strategies are usually considered one of the most successful and cost-efficient methods of promoting service and generating leads. Nevertheless, before they can place such strategies to safeguard a job, you must first realize what these include and what they provide. As protectionism challenges fall in creating nations worldwide, global firms rush into this to explore different development prospects. Their entrance positively impacts clients that "now have a higher series of choices." However, for many regional companies, "movement seems a funding It is only half solved

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**Q2. Prepare a comparative analysis using pros and cons (minimum 2) 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 2.

## Introduction

Digital rankings and recommendations have grown in significance in particular locations, such as tourists. Develop a specific identification, urge people to give comments, and relocate immediately to address client issues or concerns with social networking websites and product reviews. Customers need to get items from the consolation in their workplaces or homes. "Shopping is less complex and handy for the consumer thru the net. It is similarly smooth to

**Q3a. The evolution of technology and penetration of internet has enabled e-businesses to gain more prominence thereby generating sustainable revenue. Discuss the types of revenue models and the associated issues for doing e-business in the Indian context. (5 Marks)**

# Ans 3a.

## Introduction

The E-business method is a technique for such a company to preserve itself throughout time using incorporating digital, specifically the net that includes its viewed value with companions and customers and its income sources. The revenue model seems to be an industry's method of handling its income streams and

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**Q3b. Considering that cyberspace security is becoming a growing concern for any e-business in India, enlist five major security threats faced by e-businesses and also give examples of five softwares that could be used to secure its environment. (5 Marks)**

# Ans 3b.

## Introduction

Antivirus, malware, Computer viruses, and spamming are all standard, yet this only stands for the top of the wedge. Other information safety dangers include vulnerability assessment, malware, advertising and marketing, backdoors, botnets, and progressed relentless hazards. The researcher will provide a comprehensive