**E-Business**

**September 2023 Examination**

**Q.1) Assume you are a business consultant hired by a retail store to evaluate the potential benefits of transitioning from a traditional brick-and-mortar store to an e-business model. Based on your understanding highlight the benefits and challenges of e-business in the retail sector along with the impact of e-business on customer experience, sales, and profitability. Also mention the key strategies that the retail store should adopt to successfully transition to an e-business model along with potential risks and limitations associated with e-business in the retail sector, and how to mitigate them.**

**Ans :**

**Introduction:**

As a business representative, I examine the capacity benefits and challenges of transitioning from a conventional brick-and-mortar keep to an e-business version for a retail keep. E-business, or digital business, uses the internet and digital technologies. In current years, e-business has won popularity and converted the retail zone, revolutionizing how companies engage with customers and behavior transactions. This transition can provide various blessings, which include expanded attain, improved customer comfort, enhanced patron experience, and advanced profitability. However, it has specific demanding situations like

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**Q.2) As an electronic business organization, it's important to collect customer data or information to better understand your target audience and improve your marketing strategies. Discuss the various methods of collecting customer data online and briefly explain at least five of them. Your list can cover both passive and active methods of collecting customer data and should also consider the potential ethical concerns associated with collecting and using customer data.**

**Ans :**

**Introduction:**

In the virtual age, statistics is a practical resource for companies to understand clients, tailor advertising and marketing strategies, and enhance overall client experiences. As a digital commercial enterprise organization, gathering and reading customer statistics is paramount for gaining valuable insights into client conduct, possibilities, and desires. However, while the benefits of accumulating consumer data are full-size, ethical issues must be addressed to ensure records' privacy and customer trust.

The passive strategies contain facts series without direct consumer interplay, while lively

**Q.3) Let us suppose you have been hired by a promising startup in electric two-wheeler e-business in the e-commerce department as an operations consultant to enhance their business productivity. To enhance the effectiveness of their operations, you decided to explain to the management the concepts of e-SCM and e-CRM that can be potentially useful for them.**

**a) Explain how implementing e-SCM can help the electric two-wheeler startup company to manage its supply chain more efficiently and effectively while implementing e-CRM can help the electric two-wheeler startup company to better understand and serve its customers.**

**Ans :**

**Introduction:**

Within the hastily evolving e-trade world, startups inside the electric two-wheeler business face particular challenges in managing their supply chain and efficiently serving their customers. As an operations consultant, I decorate the enterprise productivity of this promising startup by introducing them to 2 crucial standards - e-supply Chain control (e-

**b) Explain how the electric two-wheeler startup company can integrate e-SCM and e-CRM to create a more efficient and customer-centric business model.**

**Ans :**

**Introduction:**

The electrical-wheeler startup can revolutionize the transportation industry by presenting sustainable and eco-friendly mobility solutions. The company must improve its operational efficiency and customer-centric approach to succeed in the competitive marketplace. This can be done by integrating digital delivery Chain control (e-SCM) and customer courting management (e-CRM). E-SCM streamlines the waft of goods and offerings, while e-CRM