**E-Business**

**December 2023 Examination**

**Q.1) Suppose you've been hired as a digital marketing consultant for a promising startup in the online gaming industry. After conducting an initial survey, you discovered that the company relies on traditional tools and methods for its online operations. To boost their business productivity, you plan to meet with the management and present various online marketing strategies and tools commonly employed by successful e-businesses. What types of online marketing tools and strategies would you recommend for promoting the company’s operations in India? (10 marks)**

**Ans 1.**

**Introduction**

India, with its diverse populace and rapidly growing internet penetration, offers an enormous potential for online gaming startups. Yet, tapping into this vast market demands more than just an innovative product; it requires an effective online marketing strategy. Traditional tools and methods might have served businesses well in the past, but in this digital age, especially in a tech-forward sector like online gaming, they might not suffice. The landscape of digital marketing in India is vibrant and multifaceted, influenced by local culture, consumer behavior, and technological advancements. As the gaming industry is inherently

**Q.2) As the proprietor of a popular cloud kitchen brand, you are currently exploring various revenue models to diversify and boost your streams of income. Explain the different types of revenue models applicable to e-businesses. Additionally, identify which revenue models are most suitable for the popular cloud kitchen brand. Address the potential challenges associated with each revenue model and how they may influence the success of the cloud kitchen. Furthermore, analyze the influence of technology on these revenue models and discuss how technology can be utilized to optimize the revenue of the cloud kitchen. (10 marks)**

**Ans 2.**

**Introduction**

The dynamic world of e-businesses offers a plethora of revenue models designed to cater to the diverse needs of digital ventures. The rise of cloud kitchens, which leverage the power of online platforms to sell and distribute food, represents a significant evolution in the foodservice sector. These ventures have transitioned away from traditional brick-and-mortar models, giving proprietors the flexibility to explore a variety of revenue generation mechanisms tailored to the e-business landscape. The choice of an appropriate revenue model is essential as it not only determines the financial success of the enterprise but also

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**Q.3) The rapid growth of online shopping for gifts in India has led to the increased significance of providing a seamless and user-friendly experience to customers. A critical aspect of this experience lies in the shopping cart capabilities offered by online gift apps. Provide an overview of the online gift app market in India, highlighting key trends and growth factors by explaining how the market has evolved over the years to meet customer demands and preferences.**

**a) Discuss the significance of shopping cart by identifying at least three different types of shopping cart capabilities that online gift apps in India can offer. For each capability, provide a comprehensive explanation and illustrate how it benefits users during the shopping process. (5 Marks)**

**Ans 3a.**

**Introduction**

The online gift app market in India has witnessed a transformative evolution, buoyed by the country's vast digital adoption and cultural emphasis on gifting during numerous festivals and occasions. As consumers progressively turn to online platforms to select the perfect gift, the user experience offered by these platforms becomes paramount. Central to this experience is the shopping cart, which, if optimized, can significantly enhance the shopping

**b) Evaluate the advantages and disadvantages of each shopping cart capability discussed in Part a. Analyze how these features impact customer satisfaction, app performance, and revenue generation for gift apps by comparing the three shopping cart capabilities in terms of their effectiveness in meeting customer needs and enhancing the overall shopping experience. (5 Marks)**

**Ans 3b.**

**Introduction**

The e-commerce landscape in India has witnessed a transformative rise, with the online gift app segment standing out due to its unique demands and offerings. With occasions like festivals, birthdays, anniversaries, and cultural celebrations being central to Indian ethos, the convenience of online gifting has found a massive audience. Key to this transition has been the user experience, with shopping cart capabilities playing a pivotal role. A deeper dive into