**E-Business**

**April 2024 Examination**

**Q1. Suppose you are hired as a business consultant by DMart ready retail store to assess the potential advantages of shifting from a traditional brick-and-mortar store to an e- business model. Drawing from your expertise, outline the benefits and obstacles that come with e-business in the retail sector, as well as the impact it has on customer experience, sales, and profitability. Additionally, provide insights into the essential strategies the retail store should embrace to execute a successful transition to an e-business model, including potential risks and limitations associated with e-business in the retail sector, along with recommendations for mitigating those risks and challenges. (10 marks)**

**Ans 1.**

**Introduction**

The evolution from traditional brick-and-mortar retail to an e-business model represents a transformative journey for retailers like DMart, aimed at leveraging the vast opportunities presented by digital landscapes. This shift is not merely a change in the medium of transactions but a strategic move to expand market reach, enhance customer experience, and increase operational efficiency. However, transitioning to an e-business model comes with its set of challenges and obstacles, ranging from technological adoption to changing consumer behavior. The benefits of such a transition are multifaceted, including broader market access, cost reduction, and personalized shopping experiences, which can significantly influence sales and profitability. To navigate this transformation successfully, it is crucial for DMart to understand the

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**Q2. Being an e-business organization, the acquisition of customer data is crucial for gaining insights into your target audience and enhancing marketing strategies. Explore diverse approaches to gathering customer data online and provide concise explanations for at least five of such methods. Additionally, your list of methods should encompass both passive (minimum 2) and active (minimum 2) data collection techniques while also taking into account the ethical considerations associated with each data collection method used by the e-business companies. (10 marks)**

**Ans 2.**

**Introduction**

In the digital era, e-business organizations recognize the paramount importance of customer data as a cornerstone for strategic decision-making and personalization of services. This imperative drives the exploration of various methodologies for collecting customer data, which are pivotal for understanding market trends, customer behaviors, and preferences. These methodologies are broadly categorized into passive and active data collection techniques, each serving distinct purposes and offering unique insights into the consumer base. Passive methods focus on

**Q3. Let us suppose you have been hired by a quick commerce startup promising delivery to customers within minutes 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 startup to manage its supply chain more efficiently and effectively while implementing e-CRM can help the startup company to better understand and serve its customers. (5 marks)**

**Ans 3a.**

**Introduction**

In the fast-paced world of quick commerce startups, the implementation of electronic supply chain management (e-SCM) and electronic customer relationship management (e-CRM) can significantly enhance business productivity and customer satisfaction. e-SCM optimizes the supply chain operations through digital integration, ensuring efficient and timely delivery of products. On the other hand, e-CRM focuses on utilizing digital tools to manage customer relationships, thereby improving service quality and personalization. Together, these strategies enable startups to navigate the complexities of quick commerce, fostering a competitive edge in