**E-Business**

**June 2024 Examination**

**1. You have been hired as a consultant for an upcoming startup in the online gaming marketplace. Discuss the online marketing tools and strategies you would recommend for promoting the company? (10 Marks)**

**Ans 1.**

**Introduction**

The online gaming industry has witnessed unprecedented growth in recent years, fueled by advancements in technology and changing consumer preferences. As the industry continues to expand, startups entering the online gaming marketplace face fierce competition and the challenge of standing out in a crowded market. Effective online marketing is crucial for these startups to build brand awareness, attract users, and drive growth.

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**2. You as proprietor of a popular restaurant chain which is currently exploring revenue models to diversify and boost streams of income. Explain different types of revenue models applicable to cloud kitchen outlets. Address the potential challenges associated with each revenue model and analyze the influence of technology on these revenue models. (10 Marks)**

**Ans 2.**

**Introduction**

As the proprietor of a popular restaurant chain, exploring revenue models to diversify and boost streams of income is crucial for sustaining growth and staying competitive in the market. One of the innovative approaches that have gained significant traction in recent years is the concept of cloud kitchens, also known as ghost kitchens or virtual kitchens. Cloud kitchens are delivery-only food outlets that operate without a traditional dine-in space, relying solely on

**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. Discuss significance of shopping cart capabilities (any 3) that online gift apps can offer by providing comprehensive explanation and illustrate how they benefits users. (5 Marks)**

**Ans 3a.**

**Introduction**

The rapid growth of online shopping for gifts in India has transformed the retail landscape, emphasizing the importance of providing a seamless and user-friendly experience to customers. In this context, shopping cart capabilities play a crucial role in enhancing the overall shopping experience for users of online gift apps. These capabilities not only simplify the shopping process