**E-Business**

**December 2024 Examination**

**1. As the owner of a popular online gaming platform, you are currently exploring various revenue models to diversify and enhance your income streams. Explain the different types of revenue models applicable to e-businesses. Additionally, identify which revenue models are most suitable for the popular online gaming platform. Address the potential challenges associated with each revenue model and how they may influence the success of the gaming platform. (10 Marks)**

**Ans 1.**

**Introduction**
As the owner of a popular online gaming platform, exploring diverse revenue models is critical for ensuring long-term profitability and business growth. In the dynamic world of e-business, effective revenue models can generate consistent income streams while meeting the needs of users. Online gaming platforms, in particular, benefit from various revenue models that leverage digital engagement, in-game purchases, and user interaction. With the rise of digital gaming, it has become increasingly essential for businesses to explore diverse strategies that not only enhance revenue but also offer a seamless user experience. Different revenue models, including subscription-based models, freemium offerings, and in-game purchases, cater to the diverse preferences of the gaming

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**2. In an online gifting business, acquiring customer data is essential for understanding your target audience and improving your marketing strategies. Enlist the various methods for collecting customer data online and provide concise explanations for passive (at least 2) and active (at least 2) data collection techniques used by online gifting apps. Additionally, discuss the ethical considerations associated with each data collection method used by online gifting companies. (10 Marks)**

**Ans 2.**

**Introduction**
In the competitive world of online gifting, customer data is vital for enhancing user experience, personalizing marketing strategies, and driving sales growth. Data helps businesses understand customer preferences, behaviors, and purchasing patterns, enabling them to deliver more relevant products and services. Online gifting platforms, in particular, rely on a combination of passive and active data collection techniques to gather valuable insights into their customer base. Passive methods allow businesses to track user behavior without direct interaction, while active methods involve explicit customer input. However, as the collection of customer data becomes more sophisticated, ethical

**3. Case study on cloud kitchen business**

**Imagine you have been hired by a cloud kitchen restaurant business to enhance their operational productivity as an operations consultant. To improve their operations, you decide to introduce the concepts of e-SCM (electronic supply chain management) and e- CRM (electronic customer relationship management) to the management team, explaining their potential benefits**

**a. Explain how implementing e-SCM can help the cloud kitchen manage its supply chain more efficiently and effectively, while implementing e-CRM can help the business better understand and serve its customers. (5 Marks)**

**Ans 3a.**

**Introduction**
As an operations consultant for a cloud kitchen, optimizing efficiency is critical to sustaining competitive advantage and driving growth. Introducing e-SCM (electronic supply chain management) and e-CRM (electronic customer relationship management) can revolutionize the way the business manages its operations. e-SCM streamlines the supply chain by leveraging technology for better coordination, tracking, and inventory management, while e-CRM allows the business to understand and cater to customers more effectively, fostering loyalty and increasing sal

**b. Describe how the cloud kitchen restaurant can integrate e-SCM and e-CRM to create a more efficient and customer-centric business model. (5 Marks)**

**Ans 3b.**

**Introduction**
Integrating e-SCM and e-CRM in a cloud kitchen business creates a seamless link between supply chain efficiency and customer engagement. By leveraging data from both systems, the kitchen can ensure that its operations are responsive to customer needs, leading to optimized resource management and improved service. The alignment of e-SCM and e-CRM allows for real-time tracking of inventory and customer preferences, facilitating better decision-making and a more responsive business