



QP CODE: 24802918



24802918

Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2024

Fourth Semester

Faculty of Management Science

Master of Business Administration

Elective - MB840407 - E-BUSINESS STRATEGY

2019 Admission Onwards

DFDC7DF1

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. Why E-business Strategy is essential for organisations?
2. What is extended Value chain?
3. What is tall organizational structure?
4. How E-SCM is helpful for Organizations?
5. Define E-Service.
6. Define E-CRM.
7. What is the significance of cyber trust in m-commerce transactions?

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Show the use of SWOT Analysis in business.
9. "Sustaining Competitive Advantage is challenging for organizations". Explain.
10. Infer the importance of E-Business revenue models.
11. Is there any pre-requisites organisations should follow for new value creation? Extend your view points.
12. Explain the key components of E-Procurement and their benefits.





13. Demonstrate how market segmentation could be done through online platforms.
14. Demonstrate the challenges faced by E commerce websites to ensure effective customer relations.

(5×6 = 30 Marks)

Part C

Answer any **two** questions. Each question carries **10** marks.

Question number 17 is compulsory .

15. Explain how does a Five Forces analysis guide strategic decision-making by assessing industry dynamics and competitive forces? Provide examples of how businesses utilize the insights gained from this analysis to formulate effective strategies
16. Analyze the role of social networking strategies in transforming traditional marketing approaches for businesses in the digital age. Explore how these strategies integrate with broader marketing efforts to create cohesive brand narratives and foster meaningful customer relationships. Assess the impact of social networking on various business objectives such as brand awareness, customer engagement, lead generation, and sales conversion. Illustrate your answer with case studies of companies that have effectively utilized social networking to achieve tangible business outcomes.

Compulsory Question

17. Mercedes-Benz have developed branded hashtags shared between social media platforms, such as #MBPhotoPass where they allow social influencers, journalists, and team members to curate fresh and organic user-generated content for their accounts. Interpret how effective social media strategies are useful in automotive sector.

(2×10 = 20 Marks)

