

## **E-Business**

**September 2024 Examination**

**1. You are hired as a consultant by a retail chain to assess the potential advantages of shifting from a traditional brick-and-mortar store to an e-business model. Provide insights on essential strategies that the retail stores can execute for successful transition to online business highlighting the risks and limitations along with recommendations for mitigating the same. (10 Marks)**

**Ans 1.**

### **Introduction**

In the evolving retail landscape, the shift from traditional brick-and-mortar stores to an e-business model has become increasingly prevalent. This transition is driven by the growing consumer preference for online shopping, spurred by convenience, broader product selection, and competitive pricing. For a retail chain, moving to an online business model presents significant opportunities for expansion and efficiency but also brings a set of challenges and risks. As a consultant, it is crucial to provide a comprehensive strategy that addresses these aspects, ensuring a smooth and successful transition. This report will outline essential strategies for the transition, including digital infrastructure development, marketing approaches, customer engagement, and risk management, while also highlighting potential risks and limitations, along with

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**2. Explain in detail any 5 methods used by e-businesses for gathering customer data using combination of active (atleast 2) and passive (atleast 2) data collection techniques while also highlighting the ethical considerations associated with each method. (10 Marks)**

**Ans 2.**

**Introduction**

In the digital age, data is a critical asset for e-businesses, enabling them to understand customer behavior, preferences, and needs. This understanding allows businesses to tailor their products, services, and marketing efforts, thereby enhancing customer satisfaction and driving growth. E-businesses employ a variety of methods to gather customer data, which can be broadly categorized into active and passive techniques. Active data collection involves direct interaction with customers, often requiring their explicit consent, while passive data collection is done through monitoring and analyzing customer behavior without direct engagement. While data collection is vital for business success, it raises significant ethical concerns, particularly related to privacy, consent, and data security. This report explores five methods used by e-businesses to gather customer data,

**3. You have been hired by a quick commerce startup promising delivery to customers within minutes as an operations consultant to enhance their business productivity.**

**a. Explain the importance of e-SCM for managing its supply chain more efficiently and highlight importance of e-CRM to effectively understand its customers. (5 Marks)**

**Ans 3a.**

### **Introduction**

In the fast-paced world of quick commerce, where delivering products to customers within minutes is the key promise, effective supply chain and customer relationship management are crucial. E-Supply Chain Management (e-SCM) and E-Customer Relationship Management (e-CRM) play significant roles in streamlining operations and enhancing customer experiences. This report explores the importance of these systems in optimizing the supply chain and understanding customer

**b. Explain how the startup can integrate e-SCM and e-CRM to create a unique e-business model. (5 Marks)**

**Ans 3b.**

## **Introduction**

Integrating E-Supply Chain Management (e-SCM) and E-Customer Relationship Management (e-CRM) systems can significantly enhance the operational efficiency and customer satisfaction of a quick commerce startup. This integration creates a seamless flow of information between supply chain operations and customer interactions, enabling the business to respond swiftly to market demands and customer needs. This report discusses how this integration can be leveraged