

**CONCURRENT EVALUATION****I SEM / DIGITAL BUSINESS (106)****Faculty Name: Prof. Ujjval More****Important Instructions:**

1. The subject is evaluated on the basis of three components

<b>Component Number</b>	<b>Component</b>	<b>Marks</b>	<b>Submission Date</b>
1	Written Home Assignment	50	12 March 2022
2	Caselet	50	19 March 2022
3	Exam	50	

2. Assignments to be submitted in person.
3. Student Name, contact number, email-id, Specialization, Component must be clearly mentioned

**COMPONENT 1: Written Home Assignment**

**Q. 1)**

- a) Identify business models related to buying and selling and write the name of it.
- i) Market makers that charges fee for their services
  - ii) Websites that provide content and charge advertisers for related ads
  - iii) Provide information and/or infrastructure that help buyers and/or sellers and charge for their services.
  - iv) Sell without intermediaries
  - v) Paying website owners to place banners. Share fees received from advertisers **5 Marks**
- a) IKEA is among the big players of the RTA (ready to assemble) furniture market as the world's largest furniture retailer since 2008. IKEA uses Augmented Reality to show how its furniture can fit in your house. Describe how AR can facilitate EC. **5 Marks**

**Q. 2)**

- a. An activity tracker is a device or application for monitoring and tracking health and fitness-related metrics such as distance walked or run, calorie consumption, heartbeats, and even the quality of sleep. Describe fitness tracker benefits from fitbit.com. **5 Marks**
- b. According to a eMarketer study, by 2025, approximately 25% of all online retail transactions in the India will take place on mobile devices. What are the major benefits to individual of m-commerce application uber? **5 Marks**

**Q. 3)**

- a. Blue Nile Inc. (bluenile.com), a pure-play online e-tailer that specializes in 2015, revenue reached \$480 million. The company became the eighth-largest specialty jewellery company in the United States diamonds and jewellery, capitalized on online diamond sales as a dot-com start-up in 1999. Competition between Blue Nile and Amazon.com will continue to increase. In your opinion, which one will win? **5 Marks**
- b. PayPal Holdings, Inc. is an American multinational financial technology company operating an online payments system in the majority of countries that support online money transfers, and serves as an electronic alternative to traditional paper methods such as checks and money orders. The company operates as a payment processor for online vendors, auction sites and many other commercial users, for which it charges a fee. Why was PayPal more successful than its competitors? **5 Marks**

**Q. 4)**

- a. The Axis Mobile app offered by Axis Bank at axisbank.com enable customers to access their accounts via smartphones and send text messages to request and receive account information checking an account balance. List some of the services provided by mobile banking. **5 Marks**
- b. blackboard.com is the world's largest supplier of course management system software for educational institutions. A textbook publisher places a book's content, teaching notes, quizzes, and other materials on a Blackboard in a standardized format. An alternative to Blackboard is a mostly free open-source system called Moodle.org. Instructors can access modules and

transfer them on to their Blackboard sites, which can be accessed by their students. List some e-learning tools with benefits like Zoom or MS Teams. List some e-learning tools with benefits like Zoom or MS Teams. **5 Marks**

**Q. 5)**

- a. Naukri.com is an Indian employment website operating in India and Middle East. Naukri.com had a database of about 49.5 million registered job seekers and an average of about 15,000 resumes were added daily. Paid Naukri.com for services like database access, job postings, advertising / listing on the site amongst others. What are the major advantages of the naukri.com to the candidate and to employers? **5 Marks**
- b) Tripadvisor.com is the world's largest travel site. The company provides trip advice generated from actual travelers. This is a global site with more than 350 million visitors a month. List the benefits of online travel services to travelers and to service providers. **5 Marks**



**COMPONENT 2: Caselet****Caselet-1****25 Marks**

Starbucks is the world's largest coffee house chain, with 23,043 retail stores. Many people view Starbucks as a traditional store where customers drop in, place an order, pay for coffee or other products, consume their choices in the store, and go on about their business. The last thing many people think about is the utilization of computers in this business. The opposite is actually true. Starbucks is turning itself into a digital and social company. For a long time, Starbucks was known as appealing to young people because of the free Wi-Fi Internet access provided in its U.S. and Canadian stores. But lately, the company embarked on several digital initiatives to become a truly tech-savvy company.

**The Problem**

Starting in 2007, the company's operating income declined sharply (from over \$1 billion in 2007 to \$504 million in 2008 and \$560 million in 2009). This decline was caused by not only the economic slowdown, but also by the increased competition (e.g., from Green Mountain Coffee Roasters), which intensified even during the recession. Excellent coffee and customer service helped, but only in the short run. A better solution was needed. Starbucks realized that better interaction with its customers was necessary and decided to solve the problem via digitization.

**Q. 2 Solve following Caselet.****25 Marks**

Alibaba Group is a collection of Internet-based e-commerce companies, some of which are B2B (Alibaba.com); the others are B2C and EC services (e.g., payments). The company started as a portal for connecting Chinese manufacturers with buyers from other countries. By 2014, Alibaba Group became the world's largest e-commerce enterprise. Its business-to-business (B2B) operation (Alibaba.com) is the world's largest marketplace.

The Alibaba Group was started in 1999 by Jack Ma and his partners. Ma envisioned an opportunity to connect foreign buyers with Chinese manufacturers, especially the small ones. The initial business was Alibaba.com, a B2B portal, which later on developed into a comprehensive B2B marketplace. The Alibaba Group also added a consumer-to-consumer (C2C) marketplace called Taobao ([taobao.com](http://taobao.com)). In 2004, Alibaba added the "Alipay Cross-Border E-Payment Service" ([alipay.com](http://alipay.com)). In 2007, the Alibaba Group founded Internet-based business management software company Alisoft ([alisoft.com](http://alisoft.com); introduced into [alibaba.com](http://alibaba.com) in 2009), followed by Tmall.com ([tmall.com](http://tmall.com)), a giant B2C platform. The company established a cloud computing platform and restructured over time. In 2014, Alibaba Group had an IPO in the USA raising over \$20 billion. This case concentrates on Alibaba.com, the B2B company.

**The Problem:**

Alibaba.com is an online marketplace composed of a platform for buyers, a platform for sellers, a community, and B2B services. The company's mission is to provide all the necessary support for buyers, suppliers, and traders. **Alibaba** wanted to go global but did not know how to do it. Suggest a better solution.

**COMPONENT 3: EXAM****Exam for all units.**