

Comprehensive Concurrent Evaluation (CCE)

MBA-I (Div. B)

SEM I (2023-24)

106-Digital Business

Faculty Name: Dr. Manisha Verma

Important Instructions:

1. Student Name, Course name, Course code and contact number, email id must be clearly mentioned on the first page.
2. Assignments to be submitted in person
3. The subject is evaluated on the basis of 3 components

Component no.	Component	Marks	Date of Submission
1	Case Study	50	7th Nov 2023
2	Home Assignment	50	
3	Term paper	50	

Component 1**(A) Case Study (Amazon)**

Amazon extended the B2C model to embrace B2B transactions with a vision to improve the customer experience.

Overview of the digital transformation initiative

Amazon Business is an example of how a consumer giant transitions to the B2B space to keep up with the digital customer expectations. It provides a marketplace for businesses to purchase from Amazon and third parties. Individuals can also make purchases on behalf of their organizations and integrate order approval workflows and reporting.

The approach

- Amazon created a holistic marketplace for B2B vendors by offering over 250 million products ranging from cleaning supplies to industrial equipment.
- It introduced free two-day shipping on orders worth \$49 or more and exclusive price discounts. It further offered purchase system integration, tax-exemption on purchases from select qualified customers, shared payment methods, order approval workflows, and enhanced order reporting.
- Amazon allowed manufacturers to connect with buyers & answer questions about products in a live expert program.

The value

- Amazon could tap the B2B wholesale market valued between \$7.2 and \$8.2 trillion in the U.S. alone.
- It began earning revenue by charging sales commissions ranging from 6-15% from third-party sellers, depending on the product category and the order size.
- It could offer more personalized products for an improved customer experience

Solve the following Questions

Q1. Explore how Amazon brought digital transformation & what changes experienced by company?

Q2. What technologies and digital platforms have Amazon Business adopted to facilitate B2B transactions, and how do they contribute to a seamless customer experience?

(B) Case Study (Netflix)

Netflix transformed the entertainment industry by offering on-demand subscription-based video services to its customers. Overview of the digital transformation initiative Like the video rental company Blockbuster, Netflix also had a pay-per-rental model, which included DVD sales and rent-by-mail services. However, Netflix anticipated a change in customer demand with rising digitalization and provided online entertainment, thereby wiping out Blockbuster – and the movie rental industry – entirely.

The approach

- In 2007, Netflix launched a video-on-demand streaming service to supplement their DVD rental service without any additional cost to their subscriber base.
- It implemented a simple and scalable business model and infused 10% of its budget in R&D consistently.
- The company has an unparalleled recommendation engine to provide a personalized and relevant customer experience.

The value

- Netflix is the most popular digital video content provider, leading other streaming giants such as Amazon, Hulu, and YouTube with over 85% market share.
- Netflix added a record 36 million subscribers directly after the start of the COVID-19 pandemic.

Solve the following Questions

Q1. What steps has Netflix taken in their digital transformation journey?

Q2. Analyze how adaptation of digital strategy helped Netflix to execute a new business model?

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Important Instructions:

Dear Students, for CCE 2, you all need to attend this below mentioned training program and would be necessary to submit the certificate after completion.

Component no.	Component	Marks	Date of Submission
2	Certification	50	

EDL (Everyday Learning) - SDP (Student Development Program)

Name of Certificate Course: Digital marketing (30 hours)

Commencement Date: 6th Nov 2023 (15 Days Onwards)

Time 7.00 PM – 9.00 PM | (Mon – Fri)

Registration Form Link:<https://www.excelr.com/excelr-free-courses-registration-form>



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MBA SEM I / (2023-24)

CCE 2

[Div B]

Subject Name: Digital Business

Code: 106

Credit: 3

Important Instructions:

Compulsory: Students attend this program online and get **certificate** from **Hubspot Academy** for **Free**

Submission of Certificate is must and considered as component of CCE

Student Name, Div, Course code and contact number, email must be clearly mentioned on the backside printout of Certificate.

Group	Component	Marks	Date of Submission
F	Certification	50	30 Nov 2023

Registration Link:

<https://app.hubspot.com/signup-hubspot>

Name of Certificate Course: **Digital Marketing Course**

<https://academy.hubspot.com/courses/digital-marketing>