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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)(071)/
BBA IN SPORTS MANAGEMENT (472)
EXAMINATION: DECEMBER - 2024
SEMESTER - III
Sub.: E Commerce (BBA22-315)

Date : 24/12/2024**Total Marks : 60****Time: 2.00 pm to 4.30pm**

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. What is a common application of AI in e-commerce?
 - a) Manual bookkeeping
 - b) Chatbots for customer support
 - c) Physical store layout design
 - d) Traditional advertising
2. What do intellectual property rights protect?
 - a) Only physical goods
 - b) Ideas, inventions, and creative works
 - c) Real estate only
 - d) Government policies
3. What is the main goal of SEO?
 - a) To decrease website traffic
 - b) To improve website ranking on search engines
 - c) To make websites less user-friendly
 - d) To increase product prices
4. What has been a significant factor in the growth of e-commerce?
 - a) Decrease in internet access
 - b) Increased smartphone usage
 - c) Higher shipping costs
 - d) Limited product selection
5. Which of the following best defines e-commerce?
 - a) The buying and selling of goods and services only in physical stores
 - b) All online transactions involving goods and services
 - c) Social media marketing only
 - d) Offline retail transactions

Q. 2. State True / False (05)

1. E-commerce encompasses only the buying and selling of physical goods
 - a) True
 - b) False
2. Security measures in payment systems are optional for e-commerce businesses.
 - a) True
 - b) False
3. PPC campaigns do not require ongoing management and optimization.
 - a) True
 - b) False
4. E-commerce businesses are not required to consider the environmental impact of their operations.
 - a) True
 - b) False
5. All e-commerce platforms accept crypto currencies as a payment method.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Crypto currencies in e-commerce

2. Intellectual property rights
3. Influencer marketing
4. Online payment gateways
5. Evolution and importance of e-commerce

Q. 4. Answer in detail (Any Two)

(20)

1. Enlist and explain E-commerce business models
2. Discuss Social media marketing and influencer marketing
3. Analyze Ethical considerations and responsible e-commerce practices
4. Explain any 2 of these :
 - a) AR
 - b) VR
 - c) AI

Q. 5. Case study

(15)

Ethical Considerations and Responsible E-commerce Practices at EcoShop

EcoShop is an online retail platform dedicated to providing sustainable and eco-friendly products, from organic skincare to zero-waste household items. As the company expanded its reach and customer base, it faced growing scrutiny regarding its ethical practices, particularly concerning data privacy, transparent marketing, and sustainable sourcing. Recognizing the importance of these issues, EcoShop committed to implementing responsible e-commerce practices to build customer trust and maintain its reputation as a leader in the sustainable market.

To address data privacy concerns, EcoShop adopted stringent security measures, including end-to-end encryption and transparent privacy policies that informed customers about how their data would be used. The company also ensured compliance with international data protection regulations, reinforcing its commitment to safeguarding customer information. In terms of marketing, EcoShop focused on transparency by providing clear, verifiable claims about the sustainability of its products. This included detailed information on sourcing and manufacturing processes, supported by third-party certifications, thereby avoiding accusations of greenwashing and enhancing customer confidence in their purchases.

Moreover, EcoShop prioritized ethical labor practices by partnering with suppliers who adhered to fair labor standards. The company established a supplier code of conduct and conducted regular audits to ensure compliance with these standards. By embracing these ethical considerations and responsible practices, EcoShop not only strengthened its brand loyalty but also contributed positively to environmental sustainability and social equity, positioning itself as a trusted choice for consumers seeking eco-friendly alternatives.

Questions:

1. Discuss the importance of data privacy in e-commerce and explain how EcoShop addressed this concern to build customer trust.
2. Analyze the role of transparent marketing in fostering consumer confidence, particularly in the context of sustainable products.
3. Discuss the impact of ethical considerations on the company's brand reputation and customer loyalty.