

Q1) Develop a business plan for the Reliance 'Jio' based on the following guidelines.

- (1) Identify the business model.
- (2) Develop the strategic plan based on Strategic Objectives, Strategic definition, Marketing plan, SCM and CRM plan.
- (3) Implementation should include few screenshots of websites demonstrating: Business model, Revenue model(s) used, CRM SCM activities, Marketing activities, Strategic objectives like mission, vision and objectives, Security concern, Payment mode.
- (4) One example of use-case scenario.
- (5) Site structure diagram (blueprint) showing layout and relationship between pages.
- (6) Organizational structure
- (7) Hardware and Software requirement.

2(a) What is a firewall? How does firewall help in providing extended network security?

Firewalls are software- or hardware-based security systems that control the traffic that comes and goes on the network. They are essentially a barrier between trusted networks—such as yours—and untrusted or less trusted networks, such as the internet, other companies' networks, etc.

software-based firewall is a program installed onto a computer that protects the computer from traffic on the network. This is useful if a virus or other threat makes its way onto the network in that it can block it from infecting individual computers. It can also control traffic coming from an individual computer itself, allowing some applications through while blocking others.

Hardware-based firewalls are located on the network router, thus standing as a barrier between the internet and the entire network. They may not be as precise as a software firewall, but they're still important for protecting the network from hackers and other unwanted traffic from outside the company.

Types of firewall

Packet filtering, or stateless, firewalls work by inspecting individual packets in isolation. As such, they are unaware of connection state and can only allow or deny packets based on individual packet headers.

Stateful firewalls are able to determine the connection state of packets, which makes them much more flexible than stateless firewalls. They work by collecting related packets until the connection state can be determined before any firewall rules are applied to the traffic.

Application firewalls go one step further by analyzing the data being transmitted, which allows network traffic to be matched against firewall rules that are specific to individual services or applications. These are also known as proxy-based firewalls.



2(b) Explain the difference between strategy and tactics. Explain five force model and importance of value chain.(refer May18)

K@\$\$H!F

3(a) What are the issues involved in development of a business website.

Compatibility with browsers

Navigational structure

Positioning of content

time required

desktop vs mobile website

different screen sizes

budget

requirement not clear/ change/ repeated redev

security data/communication

hardware software requirement

K@\$\$

3(b) What are common electronic payment methods? Discuss them.

Credit Card

Debit Card

Smart Card

E-Money

Electronic Fund Transfer (EFT)

K@\$\$H!

4(a) Explain difference between IT strategy and e-strategy?

IT strategy	e-business strategy
<p>an IT strategy is typically a long-term action plan for achieving a goal, set in the context of a rapidly changing technology environment. For any IT strategy to be effective it must have measurable links to a business strategy - and it is here that many IT strategies fail.</p>	<p>business strategy will determine the direction of your business and what it will look like in the future. By defining your business strategy clearly, you can develop your business or growth plan to achieve your business and personal goals. Short term and long term both</p>
<p>Too often IT strategy is seen as a 'one-off' exercise - perhaps a refresh of last years strategy, with only the buzz-words changed to reflect a changing technology scenario.</p>	<p>your business strategy sets priorities for the company and management team and helps you attract and retain the talented workers you need. Although each department in your company may focus on different priorities to accomplish specific tasks, these priorities should not conflict with the overall strategic direction of the company.</p>
<p>It Strategy viewed the new technology</p>	<p>For a strategy to be successful it should be in harmony with the firms internal environment such as goals, values, resources, capabilities and systems, and the external environment in which it operates.</p>
<p>the most effective IT strategies are those which not only link to a business strategy, but also combine tactics and logistics.</p>	<p>the most effective business strategies are those which link goals.</p>



4(b) Explain the risks and benefits of applying RFID in the manufacturing sector. How can it be adopted in tracking parcels for the ecommerce sector.

Radio Frequency Identification (RFID):

Radio Frequency Identification (**RFID**), in particular passive RFID, has become increasingly common in industrial environments as a way to track and trace products, assets, and material flow. Although the technology has been around for decades, recent advances in tag design have driven the cost down to levels that are helping fuel its acceptance in a wide variety of industries.

RFID interrogators, which capture and **transfer information** to and from tags (transponders) via radio waves, are ideal for the most challenging industrial environments. RFID, in **contrast to** traditional vision-based **barcode** reading systems, doesn't require a direct line of sight to object identifiers.

five **benefits** that result from using this technology.

- 1) Improve the quality and transparency of data across the supply chain :
- 2) Make it easier to implement flexible manufacturing processes :
- 3) Increase the accuracy of and reduce the time spent taking inventories :
- 4) Reliable track and trace in challenging physical environments :
- 5) Increase efficiency and cut down on rework :

4(c) Discuss Technology & Infrastructure for E-business.

Technology & Infrastructure for E-Business:

E-business infrastructure refers to the **combination of hardware** such as servers and clients PCs in an organization, the network used to link this hardware and **the software applications** used to deliver services to workers within the e-business and also to its partners and customers.

Infrastructure also includes the architecture of the **networks**, hardware and software and where it is located. Finally, infrastructure can also be considered to include the methods for publishing **data and documents** accessed through e-business applications. A key decision with managing this infrastructure is which elements are located within the company and which are managed externally as third-party managed applications, data servers and networks.

It is also important that the e-business infrastructure and the process of reviewing new technology investments be **flexible enough to support changes** required by the business to compete effectively. For example, for the media there are many new technologies being developed which were described from 2005 onwards as Web 2.0 and IPTV (television delivered over the broadband Internet). but for now look at the implications in the Real-world e-business experiences interview and consider the implications for the newspaper publishing industry.

Example

The different layers can best be understood in relation to a typical task performed by a user of an e-business system. For example, an **employee** who needs to book a holiday will **access a specific human resources application or program** that has been created to enable the holiday to be booked (**Level I**).

This application will enable a holiday request to be entered and will forward the application to their manager and human resources department for approval. To access the application, the employee will use a **web browser** such as Microsoft Internet Explorer, Mozilla Firefox or Google Chrome using an **operating system** such as Microsoft Windows XP or Apple OS X (**Level II**).

This systems software will then request transfer of the information about the holiday request across a **network** or transport layer (**Level III**).

The information will then be stored in computer memory (RAM) or in long-term magnetic **storage** on a web server (**Level IV**).

Application/content: This is the **data processed** by the application into information. (This is **Level V**)

4(d) Explain Electronics customer support.

Electronics Customer Support:

Customer support has important implications for the economic performance of firms because it has the ability to increase customer loyalty and usage behavior and reduce customer complaints and the likelihood of customer defection.

The implementation of a CRM approach is likely to have an effect on customer support and customer knowledge for a variety of different reasons.

Firstly, **firms are able to customize their offerings for each customer.** By accumulating information across customer interactions and processing this information to discover hidden patterns, CRM applications help firms customize their offerings to suit the individual tastes of their customers.

This customization enhances the perceived quality of products and services from a customer's viewpoint, and because perceived quality is a determinant of customer satisfaction, it follows that CRM applications indirectly affect customer satisfaction. CRM applications also **enable firms to provide timely, accurate processing of customer orders and requests and the ongoing management of customer accounts.**

Customer benefits

Enhanced ability to target profitable customers.

Integrated assistance across channels

Enhanced sales force efficiency and effectiveness

Improved pricing

Customized products and services

Improved customer service efficiency and effectiveness

Individualized marketing messages also called campaigns

Connect customers and all channels on a single platform.

5(a) Suggest strategies for existing business to migrate to online business.

Making the decision to change from traditional business methods to ebusiness is a big step, but one that can lead to tremendous business growth if handled properly. While many of your business processes and operations may remain the same, there are certain things you will need to consider if your business is to make a successful transition. Many companies find the shift from the high overhead costs of running a traditional business to the much lower expenses involved in running an ebusiness to be reason enough to make the change.

Operating Procedures

The first step in changing from one type of system to another is to document all of the company's operations, in detail. Base your ebusiness procedures on your current methods, adapting them wherever necessary to fit the new way of doing things. Plan out each step in the process, starting with how you will receive orders, fill them and ship the completed orders to your customers. Don't forget to build in customer service and procedures for returns and refunds. Much of ebusiness can be automated, so you often need fewer people to handle the same number of orders as before, though you may want to include plans for handling expanding quantities of orders, since an ebusiness is open for business 24 hours a day, seven days a week.

Website

When transitioning a conventional business to an ebusiness, your website becomes the face of your company in the minds of your customers. Just as you wouldn't want to be located in a dirty, shabby store, your ebusiness should operate from an attractive, easy-to-navigate and highly functional website. The pages should load quickly and contain all necessary information, but not be so crowded that potential customers are overwhelmed when they see your site. While you can use some of the low-cost business systems available in the marketplace that allow you to design your own pages, if at all possible hire a designer and invest in a site that has a look that is unique to you and your business. This sets your business apart from those using cookie-cutter websites and makes your site more memorable.

Advertising

As in traditional business, advertising is an important means of customer acquisition in ebusiness; the only difference between the two is the method. Investigate the different marketing options available and determine which ones you feel will fit your business best. One commonly used method of bringing customers to your website is pay-per-click advertising, where you pay each time someone clicks on your ad. Small text ads, similar to classified ads in the newspaper, work this way, as do the larger banner ads that appear in different places on many pages. Other ways of bringing in customers include providing useful content in the form of articles and blogs. The content should be optimized for the search engine, which means that the text contains keywords related to

the business as a whole to help the search engines catalog the pages as highly relevant to the search topic. Search engine optimization is a combination of art and science, and if you are inexperienced in this area you can hire a consultant to help you optimize your pages.

Changeover

Once you have everything in place, it's time to make the change from running a traditional business to operating an ebusiness. You can choose to do this in increments, phasing in the new and phasing out the old, or you can make the switch all at once, cutting off all the old procedures and depending completely on the ebusiness for your company's survival. An abrupt switch may be the best way to go, especially if you are focusing on a different market share for your business. According to Walt Geer, who switched his company from a small promotional products business that operated nationwide to an online business in one abrupt move, it is scary to make such a change but rewarding in the long run. Entrepreneur magazine reports that the change ultimately moved Greer's tiny company, now known as the eCompany Store, into a position where it was able to compete for – and land – national accounts. You have to decide what works best for your particular situation, but sometimes a complete break with the old way may be the best, allowing you to focus exclusively on ebusiness.

K@S

5(b) Using industry examples summarize benefits of ecommerce in streamlining supply chain.

Introduction: E-Business can be used to improve supply chain management in number of ways. Some of the **main challenges** faced are as follows:

Reduce order-to-delivery time.

Reduce cost of manufacturing.

Manage inventory more effectively.

Improve demand forecasting.

Reduce time to introduce new products.

Improve aftermarket/ post-sales operations.

Three major benefits:

i. Increased efficiency of individual process:

Here, the cycle time to complete a process and the resources needed to execute it are reduced. If the B2B Company adopts e-procurement, this will result in faster cycle time and lower cost per order. Thus the cycle time as well as the cost per order is reduced.

Industry example:

Schlumberger is a global company that started its life as a supplier in the oil and gas exploration industry with revenues. This company has achieved increased efficiency in processes as a result of adoption of e-procurement system at its largest division. The aim of this new system was to develop a single integrated system that would speed up purchasing processes. With the new system, employees acts as purchasing agents, ordering directly via their desktop PC's. The system runs on the intranet and enables staff to access a simplified catalogue of office supplies and technical equipment. The system automatically produces a requisition that is electronically routed to the person who will approve it and then converted into purchase order without the invention of purchase staff.

ii. Reduced complexity of supply chain:

This is the process of disintermediation. Here, the B2B Company will offer the facility to sell direct from its e-commerce site rather than through distributors or retailers. Thus, the cost of channel distribution as well as sale is reduced.

Industry example:

Vauxhall (www.vauxhall.co.uk), the UK part of general motors, provides a good example of disintermediation. The initial aims of this website were not limited to online sales generation. Additional aims include raising the profile and branding awareness of Vauxhall and lead generation for dealerships (such as brochure and test drive

requests). It provides a good example of the response to the opportunities provided by new electronic channels.

iii. Improved data integration between elements of the supply chain:

The B2B Company can share the information with its suppliers on the demand for its products to optimize the supply process. It basically reduces the cost of paper processing. It is possible to be more flexible in delivering a more diverse range of products and to reduce time to market, Thus, increased information about the products and the transactions such as technical data sheets and order histories. Thus, the facility to tailor the products more easily is obtained.

Industry example:

Here, we take an example of TESCO supermarkets efforts to encourage electronic trading with their suppliers from EDI to internet based purchasing. TESCO, the UK's largest grocery retailer, has built a reputation as one of Europe's most innovative retailers in its use of information technology. According to Barry Knichel, Tesco's Supply Chain Director, the forecasting project has been successful as average lead times have fallen from seven to three days. Suppliers have a better understanding of the product lines. Thus, much better product availability and reduction in inventory is achieved. It helps suppliers monitor changes in real time and so gives them more time to react. The data obtained through this system can be analysed in number of ways to allow suppliers to see how sales perform by distribution centres, by individual store or even by TV region.

6(a) Describe the infomediary business model (e.g. practo, justdial, bharat matrimony) also elaborate on the interested parties willingness to pay in the three. e.g. stated above.

Infomediary business model: an Internet company that gathers and links information on particular subjects on behalf of commercial organizations and their potential customers. . Investors will require eight key elements of the business model to be defined which will summarize the organization's e-business strategy:

1 Value proposition: Which products and or services will the company offer? This is supplemented by the added value defined using the online value under the six headings of Content, Customization, Community, Convenience, Choice and Cost Reduction.

2 Market or audience: Which audience will the company serve and target with its communications? For example, business-to-business, business-to-consumer or not-for-profit? Within these categories are there particular audience segments that will be targeted. The scope of geographical markets such as countries, regions or towns need to be defined. A communications plan and how the audience will be reached and influenced using online communications on other sites and offline communications such as advertising and public relations.

3 Revenue models and cost base: What are the specific revenue models that will generate different income streams? What are the main costs of the business forming its budget? How are these forecast to change through time?

4 Competitive environment. Who are the direct and indirect competitors for the service and which range of business models do they possess?

5 Value chain and marketplace positioning: How is the company and its services positioned in the value chain between customers and suppliers and in comparison with direct and indirect competitors?

6 Representation in the physical and virtual world: What is its relative representation in the physical and virtual world, e.g. high-street presence, online only, intermediary, mixture? How will the company influence its audience through the buying process through multichannel marketing? For example, how important will be personal interactions such as phone and chat which attract high service costs, but often have higher conversion rates?

7 Organizational structure: How will the organization be internally structured to create, deliver and promote its service ? How will it partner with other companies to provide services, for example through outsourcing?

8 Management. What experience in similar markets and companies do the managers have? What is their profile which can be helpful to attract publicity?

6(b)What is customer life cycle? How do you use E-CRM in each of the stages of the customer life cycle.

customer life cycle:

Developing a successful customer relationship management (CRM) strategy requires a keen understanding of consumers and their purchasing behaviors. These behaviors vary greatly at the different stages within the customer life cycle. It is important to identify these various life cycle stages and to understand the needs of the consumer at each phase. Below is a look at the five main stages with the typical customer life cycle.



1. **Reach:** This is the initial stage of the customer life cycle. The primary goal at this phase is to bring awareness to your brand and to entice the consumer to want to learn more about your goods or services. Ultimately, you want to generate high-quality leads.

You should have a clearly defined brand messaging strategy and use a variety of marketing techniques, such as social media marketing, banner advertising and content marketing. It is crucial to analyze the effectiveness of each marketing strategy during this stage. This analysis will enable you to adjust your marketing strategies if necessary.

2. **Acquisition:** At this stage, you are able to obtain prospective customer's contact information, such as email addresses, phone numbers or social media profiles. This signifies that the consumer is interested in your goods or services but not quite ready to take the leap and make a sale. This is one of the most critical points in the customer life cycle.

You can now start to foster relationships with the customers through strategic engagement. Since you now have their contact information; you can focus on targeted and personalized marketing strategies. Email marketing, sales calls, social media marketing and content marketing all work well at this stage of the life cycle. Don't solely focus on making a sale. Instead, focus on building trust and fostering relationships.

3. **Conversion:** This is the phase when you convert a prospective customer into an actual paying customer. You have been able to convince the consumer that they need your goods or services to the point that they make a sale. The most important thing to focus on at this stage is to make sure your customer has a pleasant buyer's experience.

Having customer-friendly processes in place, such as an easy-to-use website, a secure payment method and an efficient customer service strategy, are vital to enhancing the buyer's overall experience. This also is the time to analyze the effectiveness of your marketing techniques up to this point. Determine what strategies are working best to make this conversion happen and where adjustment may need to take place.

4. **Retention:** Don't make the mistake of thinking that the customer life cycle stops once the sale is made. The truth is that you are only halfway to your ultimate goal. It is now time to continue building on the customer relationships developed during the acquisition stage. Regular engagement with the consumer will help to keep your brand fresh in their mind and to encourage repeat purchases. Sales techniques like cross selling, up selling and loyalty programs are very effective at retaining customers.

5. **Advocacy:** Creating advocates for your company should always be your ultimate goal. These are loyal customers who not only make regular purchases but also are willing to promote your goods or services to others. They will refer their friends and family members to your business and post positive reviews online. This type of customer loyalty doesn't happen overnight. You have to develop strong relationships throughout the entire customer life cycle.

Defining the five main stages of the customer life cycle will allow you to create an effective CRM strategy that attracts, converts and retains customers, as well as transitions them into advocates for your business. Whether you are focusing on marketing strategies, customer engagements or sales figures, understanding these five life cycle stages will help you boost sales while fostering customer relationships.

