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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2018

Programme: BBA ECOMMERCE

Course Name: E-BUSINESS APPLICATIONS

Course Code: BBCG146

Semester – IV

Max. Marks : 100

Duration : 3Hrs

No. of page/s:6

SECTION A

Answer all the questions. True / False / Blanks / select

MARKS: (10X2= 20)

1. Management is generally categorized into three levels: Strategic, Mid-Management and Operational.
2. Information Systems does not provide a high level of computer automation to support business functions
3. ERP solves the critical problem of integrating information from different sources and makes it available in real-time.
4. Consolidation of IT hardware, software, and people resources can be cumbersome and difficult to attain while implementing ERP
5. In e-payment system financial aggregation allow access to all assets through a single portal .
6. Enhancing customer relationship is not a part of CRM
7. CRM lets you set up rules for distributing work throughout your company.
8. Systems that communicate across organizational boundaries are called interorganizational systems (IOS).
9. SCM is the design and management of processes only for a department.
10. Enterprise systems are systems that are implemented only for a specific business process and not for entire organization.

SECTION B

Answer any four questions

MARKS : (4X5= 20)

1. Mention the limitations of ERP.
2. How an ERP could be integrated with E-Business
3. Mention the different types of e-payments for ecommerce.
4. How SCM could be beneficial for ecommerce
5. CRM would lead to better business performance through retaining customers. Discuss.

SECTION C

Answer all the questions

MARKS : (15X2=30)

1. **Business Needs :** The BMW Group is a global leader in the automotive industry. It has built an international reputation for quality with its BMW, MINI, and Rolls-Royce brands, and the company sells more than 1.5 million automobiles and motorcycles a year. BMW operations in Latin America and the Caribbean are organized in 25 countries across the Western Hemisphere.
In 2011, BMW Latin America had to promote the launch of two new lines in the BMW 1 Series of automobiles, and it wanted to kick off a marketing campaign through the Facebook social network. Its target audience matched the profile of typical Facebook users, and the company recognized that a compelling campaign could reach many people very quickly. By using an interactive social media channel, BMW could also collect information about the campaign audience, such as age, gender, career, and education. "We wanted to build an innovative, interactive social media campaign that would promote the launch, drive interest in the product features, and collect audience data," says Beata Bujalska, eMarketing Analyst at BMW Latin America.
BMW generally supports marketing initiatives with corporate resources, but it did not have a corporate program that took advantage of social networking for this model. To promote and support the new model launches on Facebook, BMW Latin America needed to quickly develop its own dynamic solution. The company wanted to deliver content and collect user data through the Facebook interface but manage the solution through its own back-end interface. Suggest an application that would enable them to collect, process and analyse user / consumer data.
2. Deere & Company (brand name John Deere) is well known for the manufacture and supply of machinery used in agriculture, construction, and forestry, as well as diesel engines and lawn care equipment. In 2014, Deere & Company was listed 80th in the Fortune 500 America's ranking and in 2013 was 307th in the Fortune Global 500 ranking. Deere and company has a complex product range, which includes a mix of heavy machinery for the consumer market and industrial equipment which is made to order. Retail activity is extremely seasonal, with the majority of sales made between March and July. The company was replenishing dealers inventory on a weekly basis, by direct shipment and cross-docking operations, from source warehouses located near Deere & Company's manufacturing facilities. This operation was proving too costly and too slow, so the company embarked on an initiative to achieve a 10% supply chain cost reduction over a four-year period. Suggest appropriate application and justify.

3. Highlight the business benefits of implementing an ERP system.

SECTION D

Read the following and answer the following questions

MARKS : (30)

- Q1. Identify the problems faced by the company.
- Q2. Do you think the solution provided is appropriate?
- Q3. What were the benefits after implementing the solution.

The Atlanta Falcons began their 2008-2009 season not only with a new quarterback and coach, but revamped the online store as well. As a large organization in such a fan-centric industry as professional football, the Atlanta Falcons found its online store to be lacking the right fan experience for their customers. The previous store, online since 2005, was not robust enough to track the online purchasing habits of the fans or make their experience the best it could be. And having to manually process some orders with its ERP and payment processor delayed order realization. So when the organization decided to move its warehouse fulfillment from a third-party to inhouse, they also decided the online store could use a renovation as well. The previous site was not providing the user experience that the organization wanted to communicate about the brand. After conceiving a list of needs for a new site, the IT team realized that it would be more cost-efficient to find an out-of-the-box e-commerce solution that hit everything on their wish-list. Top features the Falcons needed included better search engine optimization, automated integration with their ERP and streamlined gift card purchase and redemption with integration to their gift card providers. In addition, the site needed to be updated to give the fans an all-around great experience with easy navigation and a clean interface, and needed to be easy for site administrators to quickly maintain or change content.

After searching extensively for a cost-effective solution, they found Ignify eCommerce. "We saw how extensive and expensive it would be to custom-develop [such an application]," said Don Norton, manager of business information systems and executive support for the Falcons. "So we looked for an IT company that could integrate with our systems as part of its out-of-the-box offering." Ignify eCommerce proved to be just the software, allowing the company to accomplish not only its main goal (to automatically integrate its front store with the back office) but other needed features as well. The Atlanta Falcons IT team chose to install four Ignify eCommerce modules. There are six modules available with the Ignify eCommerce package, all of which offer flexibility and robust automation and seamless integration:

Core Module, which includes one storefront as well as fraud detection and real-time reporting

- Merchandising Management Module
- ERP Integration (Basic) Module
- ERP Integration (Advanced) Module
- Business to Business Customer and Reseller Management Module
- Marketing and Promotions Management Module

Each module that the Atlanta Falcons purchased provides them with the much-needed features they requested in their initial search for a new site. For example, with the Core module, the sales team are able to gauge store trends and best-selling products as well as search engine optimization results. The Marketing and Promotions module makes incentive and promotion-based selling a breeze and at the same time increases a retailer's \$ per order by introducing intelligence cross-sell and upsell capabilities. Ignify eCommerce not only made tracking orders and product inventory simple for the Atlanta Falcons, it also facilitated the transition to in-house warehouse fulfillment by easily managing the site's remaining drop-ship items. The ERP Integration Module makes sure information is transferred between the online retail store and the company's Microsoft Dynamics GP in near real-time.

As a Microsoft Gold-Certified Business Solutions Partner, Ignify has implemented its proprietary software for over 150 sites with the majority of them integrated with either a Microsoft Dynamics ERP or Sage ERP. Ignify understood the goals the Falcons had for the online store. By implementing the standard out-of-the-box software and adding a few customizations, the expertise of the Ignify team ensured the new Falcons 365 online store was a touchdown. "Ignify eCommerce not only easily integrates into the back-office ERP to help boost a merchant's online productivity but also is a marketing and selling platform with powerful search engine optimization and marketing analytics that help merchants like the Falcons sell more with no additional labor cost. That leads to an incredible ROI and productivity story," said Sandeep Walia, President & CEO of Ignify.

Benefits

1. Automated Integration with Microsoft Dynamics GP and Payment Processing
2. One of the main benefits of the transition to Ignify eCommerce was its integration with Microsoft GP. Now the site's administrators no longer have to manually pull information from the front store and back as orders make their way through processing.
3. Another automated integration, credit card authorization and charging, has also increased efficiency and streamlined order processing. Before, site administrators had to manually charge a customer's credit card and updated the information into GP. Now, Ignify eCommerce communicates with the site's third-party payment processor so an automatic credit card authorization takes place as soon as the customer orders, with the actual charging automatically occurring once the order is shipped.
4. Easy Gift Card Purchase and Redemption

5. Prior to the new site, customers could not redeem more than one gift card at a time. Ignify leveraged its gift card/gift certificate functionality and integrated it with the Falcon's third-party gift card validator, SVS. Now, a customer can redeem even multiple gift cards with one order quickly and easily and use the same cards either online or at brick and mortar stores.
6. World-Class Customer Experience
7. The new site offers fans a superior user experience. New features on the front store include advanced browsing and better product images, simplified checkout processes, and a My Account section that tracks the status of all of a customer's orders and stores order history, addresses, and credit cards. In addition, there are features that entice a customer to come back to the site, including promotions and newsletters alerting them of the football team's in-store appearances or new branded gear. "Incorporating Ignify eCommerce into our storefront has helped us better serve the fans by giving up-to-the-minute details on the latest product lines and team promotions while delivering a much greater degree of shopping interactivity," says Chris DiPierri, Atlanta Falcons Director of Retail.
8. Better Sales Tracking Tools
9. The old site offered limited reports and tracking resources for the web store staff to track what fans were buying online. Now the site automatically up sells products while in the shopping cart. Falcons staff can also see where customers came from, what search terms they used to get to the store and Customers can see similar products or other products that customers also purchased. In addition, search optimization and anti-fraud tools included in the Core Module ensure that the people get to the site easily and suspicious orders are flagged for review and removed.
10. Already, the new site has seen great results. The store's ROI has been very apparent; the site now processes orders three times the volume that it did last year with no additional labor cost to the Falcons compared to the previous year.
11. The streamlined look and operation of the site has been a hit with the fans, and if 2008 was any indication, fans of the Falcons team will be buying from and interacting with the Falcons team in a higher volume than before.