Program/Sem:	M.Com Part I – Sem - I	Course:	E-Commerce
Program Code:	2120161	Course Code:	59153
Duration:	2 Hours	0 7 NOV 2025	Max. Marks: 50

Instructions:
1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1   **Analyze the following case study and answer the questions.**   **[10]**

Nykaa emerged as a leading Indian beauty e-retailer by merging content with commerce. It uses influencer marketing and YouTube tutorials to build trust. Its E-Marketing strategy involves SEO, social media ads, and targeted email campaigns. Nykaa's app provides AR-based "Try-On" tools, enhancing customer engagement. The company's B2C model is supported by warehouses across India, ensuring fast delivery. Nykaa leverages customer data to offer personalized product bundles. The brand's presence on Instagram and its in-house influencers play a key role in driving brand recall and conversion.

I)   What digital tools does Nykaa use for customer engagement?   **(03)**

II)   Analyze Nykaa's E-Marketing approach.   **(03)**

III)   Suggest two innovative digital marketing strategies Nykaa could adopt to enter rural markets.   **(04)**

Q. 2   **Attempt the following (Any One).**   **[10]**

A.   Elucidate the challenges faced by E-commerce businesses in India.

OR

B.   Describe the stages in the E-commerce sales life cycle.

Q. 3   **Attempt the following (Any One).**   **[10]**

A.   Explain the concept of EDI and discuss its benefits and limitations.

OR

B.   Elaborate on the benefits and limitations of E-enterprise.

Q. 4   **Attempt the following (Any One).**   [10]

    A.   Elucidate various modes of electronic payment systems.

<div align="center">**OR**</div>

    B.   Explain the various forms of web advertising.

Q. 5   **Attempt the following (Any One).**   [10]

    A.   What is cybercrime? Explain its limitations in India.

<div align="center">**OR**</div>

    B.   Explain the concept of Web Vandalism.

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