



# GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2019 -21)

**MID TERM EXAMINATIONS (TERM - IV)**

**Academic Session- 2020-21**

Subject Name: **Internet Technologies & E-Commerce**

Time: 01.30 hrs

Sub. Code : **PGIT 04**

Max Marks: 20

**Note:**

**1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**

**2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

**SECTION - A**

**04+04 = 08 Marks**

**Q. 1: Case Study:**

**How Two Friends Turned Up The Heat and Sold \$170k Worth of Spicy Honey in 10 Months**

MixedMade is the combined efforts of Casey and Morgen, who found that the most interesting things come from mixing the unexpected. They set out to make the most versatile and delightful hot sauce using just two ingredients: honey and chili peppers. They've quickly grown their small batch honey business into an extremely successful online store that has expanded into retail locations. It's the most versatile hot-sauce ever. As a business, MixedMade is meant to serve as an example and hopefully an inspiration for how simple it can be to launch your own business.

Instead of perfecting the recipe over months they intensively tested, revised, and refined options until they had something as thought. They decided to put the product to the real test by selling it to paying customers ASAP, since paying customers are the best feedback to ever gather.

They wanted to offer the Bees Knees for presale as soon as possible, which happened about 3 weeks into 30-day launch plan. As spicy honey is a new category, and creating awareness would be key to sales, and thus the importance of press became extremely apparent. The first efforts included emailing to their personal contact lists and posting to personal Facebook pages (asking for feedback is much easier than asking for sales) which led to first \$1,000 in sales.

Knowing that press begets press, they made a list of potential press targets and possible connections to these targets, and then Casey aggressively pursued any and every lead. What began as some great but modest mentions (from the likes of Huckberry and a few prominent Instagram'ers) snowballed into features on Uncrate and The Kitchn, TV appearances on CNBC and the Today Show and great coverage in the glossy pages of Bon Appetite, Esquire and Vanity Fair!

Whenever one of them was extra interesting (huge following or relevant position) they replied to them or direct messaged them. For some of the traditional media wins (print) they took the extra step to drop off samples in person and attempt to build a personal relationship.

As much as they love talking about coverage in national magazines and TV shows, the company gained so much support and so many customers from a number of smaller blogs and publications. These can be hard to discover, but once you get a few it's not hard to find other similar outlets that should give you an equally great conversion.

The press that built in the last few months of the year led to 2200% growth for the 30 days leading up to Christmas. This was a curse and a blessing, as they loved the sales but were honestly

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

unprepared for that kind of boost. In the first year of operating they had revenues of roughly \$170,000 and about \$100,000 of that came in the holiday month. They also spent a lot of time focusing on segmentation, which is essentially thinking about your entire customer group in different ways depending on where they fall in the sales lifecycle.

They manage all production and fulfillment manually. When they suddenly had 6,000 bottles to produce, fill, and ship in a week's time in mid December – they almost went crazy. However, they had thankfully invested in systems and partners that could support sudden chaos and growth. The community really stood behind their efforts when things went nuts, and couldn't have pulled off that growth without their help.

- (i) Identify the challenges for the Traditional Businesses going online in modern times on the basis of case study.
- (ii) What are the business dimensions which may be benefitted with the Technology adoption? Discuss with example.

**SECTION - B**

**02×03 = 06 Marks**

Q. 2: Discuss the importance of the Networking Devices Routers and Gateway.

Q. 3: Identify the role of Networking & Communication in the Customer Handling and Production department of any organisation.

Q. 4: Wireless transmission is fast becoming popular across the world. What are the major challenges faced by Wireless communication?

**SECTION - C**

**03×02 = 06 Marks**

Q. 5. Discuss the growth of E-Commerce in recent years with specific events which have led to mass adoption in Indian Market. What are the major technical and business barriers for E-Commerce?

Q. 6. While surfing the websites on our computer system, which important communication channels and devices are involved? Also discuss their role in making the transmission possible.