



COMSATS UNIVERSITY ISLAMABAD
Department of Computer Science, Islamabad Campus

MID-TERM EXAMINATION

Name: <u>Talal Nasir</u>	Class: CS, SE, Cys, AI, and DS
Registration No: <u>SP24-BA1-052</u>	Date: <u>06-11-2024</u>
Subject: <u>E-Commerce & Digital Marketing</u>	Time: <u>80minutes</u>
Instructor(s): <u>Mr Anwar Shoukat, Mr Omer Vikas, Mr. Khurram Iqbal, Dr. Abdul Rehman.</u>	Marks: <u>25</u>

CLO-1: Explain the fundamental concepts, platforms, and technologies of E-Commerce and digital marketing.

- [5+5+5 Marks]**
- 1) Differentiate between e-commerce and e-business by illustrating different activities being performed in relevance to Firm value chain.
 - 2) Compare Card-based payments with Digital wallets that are used in e-commerce payment processing systems. Explain using a diagram how an online credit card transaction take place?
 - 3) You are working on launching a business that is going to offer online courses to a wide audience. Fill out the table by comparing different competitors already working in the domain.

Key components of the business model	Your take
Value proposition	
Revenue model	
Market opportunity	
Competitive environment	
Competitive advantage	

Use Answer Book

Competitors already in the business (but not limited to):

1. Udemy: Udemy is a massive open online course (MOOC) platform that offers a wide variety of courses on a wide range of topics. Courses are created by instructors from all over the world, and they can be taken at your own pace. Udemy offers both free and paid courses.
2. Coursera: Coursera partners with top universities and businesses to offer online courses and specializations. Courses are typically more in-depth than those offered on Udemy, and they can lead to certificates or degrees. Coursera offers both free and paid courses.
3. Khan Academy: Khan Academy is a non-profit organization that offers free online courses on a variety of academic subjects. Courses are designed for students of all ages, and they can be a great way to learn new skills or brush up on old ones.

CLO-2: Demonstrate digital marketing strategies for a business.

- 4) Refer to the strategy discussed in the case study.

[5+5 Marks]

Your Answer should only include:

- i. Name of the Marketing Strategy.
- ii. Strategy Application & Results achieved.

ICON

E-commerce Type: Services Industry

ICON creates tailor-made outsourcing solutions. It uses a combination of cutting-edge technology and A-player human resources to deliver leading inside sales and account management solutions for B2B brands. The ICON team knows that the lifeblood of its growth strategy is customer experience. over 80% of its business comes from either referrals, cross-sells, or upsells after all.

This is the result of a systematic process that ICON has in place to act on feedback, drive new referrals, provide a great experience, and make the customer part of the process. The company's twice-yearly relationship surveys are short and quick, and have an incredible closed loop procedure that has helped to secure an incredible 100% response rate. 100%!? Yes, you read that right. The trick, ICON, says is in their customer-centric action plans.

When ICON receives feedback that requires action to be taken, they invite the customer to join their 90-day action plan to correct the problem. So, they not only close the loop but also include the customer in the plan to correct it. With the customer involved in this way, ICON sees deeper loyalty, a higher willingness to recommend, and an astonishing customer Satisfaction.

(Best Wishes)