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GURU NANAK INSTITUTE OF TECHNOLOGY

City Office: B2, 2nd Flr, Above Bata, Vikrampuri Colony, Karkhana Road, Secunderabad-50009, Telangana, India.
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Campus: Ibrahimpatnam, R.R. District, Hyderabad-501506, Telangana, India. Ph: (0/95) 8414-20 21 20/21

Date: 27.11.2017

CIRCULAR

Skill development program for MBA students starting from 18th Dec, 2017 onwards.

The HOD and Placements coordinators have to manage the trainings and ensure 95% attendance all through the sessions.

All Mentors need to send the compiled feedback report to Dr.B.Madhusudhan Reddy, hodmba.gnit@gniindia.org daily. Mentors are advised to take care of PNR (Students not participating in training).

Agenda:

Introduction to E-Commerce.

HOD-MBA



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E-Commerce

SNO.	TOPIC COVERED	DURATION(in hours)
1	Module 1 – Getting to Know E-Commerce	3
2	The introductory course module provides candidates with a broad overview of e-commerce	3
3	Module 2 – Software Options and Solutions	3
4	A variety of popular and effective e-commerce software options and packages	3
5	Module 3 – Creating an Engaging User Experience	3
6	The importance of focusing on <i>and</i> enhancing the overall user-experience enters the discussion in Module	3
7	Module 4 – Transaction Management	3
8	The management of e-commerce transactions follows in Module	3
9	Module 5 – E-Commerce Analytics	3
10	Module 6 – Marketing Your E-Commerce Business	3

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E-Commerce

Sl.No.	Roll No.	Name of the student
1	17831E0001	ABDUL RAHMAN
2	17831E0002	AIENLA T PONGENER
3	17831E0003	AMBATI SAINIKHIL
4	17831E0004	ANURAG SINGH UDAY RAICHUR
5	17831E0005	NARSIMHULU B
6	17831E0006	BANDARU RAKESH
7	17831E0007	DEVIDI VENKATREDDY
8	17831E0008	DHEERAVATH RAJU NAIK
9	17831E0009	E. KIRANGWANGBE KOMP
10	17831E0010	EPURI VAMSHI KRISHNA
11	17831E0011	GANTA MOUNIKA
12	17831E0012	GAJULA SHRUTHI
13	17831E0013	GANITHI NARENDRAPRASAD
14	17831E0014	HAINASHRI MUCHAHARY
15	17831E0015	KAIJONWANGBOU M
16	17831E0016	KOVURI NANDINI
17	17831E0017	M RIBCA
18	17831E0018	MALLELA AKSHAYA
19	17831E0019	MANDAVA SUMANTH
20	17831E0020	MOAMENLA LEMTOR
21	17831E0021	MD IMRAN KHAN
22	17831E0022	MUDE KEERTHI PRIYA
23	17831E0023	MUJEEB SHAIK
24	17831E0024	N POOJITHA
25	17831E0025	PAMULLA MOUNIKA
26	17831E0026	PIRANGI LOKESH
27	17831E0027	PONGJOSOBBA IMSONG
28	17831E0028	PUDARI SANJANA
29	17831E0029	PURAM PRAVEEN
30	17831E0030	RASULA BABITHA



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32	17831E0032	T. KARAIBA SOLOMON
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38	17831E0038	EBIN KURIAN
39	17831E0039	ARUN K. M.
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41	16831E0001	A SAIKRISHNA
42	16831E0002	AJESH AUGUSTINE
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51	16831E0011	JANGA PAVAN KUMAR
52	16831E0012	JITHU JACOB
53	16831E0013	K SHRUTHI REDDY
54	16831E0014	KANAMANDA RAJESH
55	16831E0015	KANNAIAH MIGHTY MOULIKA
56	16831E0016	KARINGU VINAY KUMAR
57	16831E0017	KOMPALLY VINAY
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60	16831E0020	KUSHANAPALLI VENKATESH



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74	16831E0034	VALALLA SHIVA KUMAR
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QUESTION PAPER

Time: 120 Mins

5 x 4 = 20 Marks

ALL QUESTIONS CARRY EQUAL MARKS

Answer the following

1. Explain emergence of the Internet?
2. Write down the advantages and disadvantages of e-business.
3. Write technological and non-technological limitations of e-commerce.
4. What are the company's e-commerce goals?
5. What is e-commerce? Discuss B2B and C2C model giving proper examples?

*** ALL THE BEST ***

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S.No	H. T. No.	NAME OF THE STUDENT	MARKS	RESULT
1	17831E0001	ABDUL RAHMAN	16	PASS
2	17831E0002	AIENLA T PONGENER	16	PASS
3	17831E0003	AMBATI SAINIKHIL	15	PASS
4	17831E0004	ANURAG SINGH UDAY RAICHUR	10	PASS
5	17831E0005	NARSIMHULU B	7	FAIL
6	17831E0006	BANDARU RAKESH	16	PASS
7	17831E0007	DEVIDI VENKATREDDY	18	PASS
8	17831E0008	DHEERAVATH RAJU NAIK	17	PASS
9	17831E0009	E. KIRANGWANGBE KOMP	15	PASS
10	17831E0010	EPURI VAMSHI KRISHNA	16	PASS
11	17831E0011	GANTA MOUNIKA	18	PASS
12	17831E0012	GAJULA SHRUTHI	19	PASS
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14	17831E0014	HAINASHRI MUCHAHARY	16	PASS
15	17831E0015	KAIJONWANGBOU M	18	PASS
16	17831E0016	KOVURI NANDINI	6	FAIL
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24	17831E0024	N POOJITHA	15	PASS
25	17831E0025	PAMULLA MOUNIKA	16	PASS
26	17831E0026	PIRANGI LOKESH	4	FAIL
27	17831E0027	PONGJOSIBA IMSONG	18	PASS
28	17831E0028	PUDARI SANJANA	12	PASS
29	17831E0029	PURAM PRAVEEN	16	PASS
30	17831E0030	RASULA BABITHA	16	PASS



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Department of Management studies E-Commerce Summary

Education Information

Degree programs in eCommerce can be found at the undergraduate and graduate levels at several universities and colleges. Concentrations and courses in eCommerce may also be found in various degree programs, including marketing and business administration. A degree in eCommerce introduces students to computer information systems, including databases, language programming, social media, online content management, servers, networking and system design.

A bachelor's degree in eCommerce allows students to focus on general business concepts and how various web-based technologies are integrated to target consumers. Master's degree programs lets students work on solving business-related scenarios through the design and use of networking configurations, enterprise software and marketing strategies. Below are a few degree options to consider.

- MBA in eCommerce
- MBA in Marketing
- Masters of Information Systems
- Digital Media Programs

Distance Learning Options

Individuals interested in distance learning options for eCommerce can pursue business and informational systems degree online. Below are a few of those options.

- Online Business Degrees
- Online MBA Graduates
- Online Information Systems Degrees



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DEPARTMENT OF MANAGEMENT STUDIES

This is to certify that Mr/Ms..... GT. MOUNIKA.....
OfMBA..... has successfully completed the certification course on
"E-Commerce" from 18/12/2017... to 28/12/2017...

Co-Ordinator

R Munwar Basha

MBA-HOD

Dr. B. Madhusudhan Reddy

Principal

Dr. S. Sreenatha Reddy

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Guru Nanak Institute of Engineering & Management (Nagpur)