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MBA/IVS/M-403/13

2013

MASTER OF BUSINESS ADMINISTRATION

[Fourth Semester Examination]

RETAIL AND E-MARKETING

(Specialisation : *Marketing Management*)

PAPER— MBA - M-403

Full Marks : 100

Time : 3 hours

The figures in the right-hand margin indicate marks

Candidates are required to give their answers in their own words as far as practicable

Illustrate the answers wherever necessary

Write the answers to Questions of each Half in separate books

FIRST HALF

[Marks : 50]

(Turn Over)

(2)

1. Answer any *four* of the following : 5×4 :

(a) Outline the importance of non-store retailing with example.

(b) Discuss the factors affecting customers choice of retail outlets.

(c) Explain with example the product specification of different types of retail stores.

(d) Discuss with example the concept of store management.

(e) Location is an important factor of success of retail business-illustrate with example.

(f) Write a note on "Decompression Zone".

2. Answer any *two* of the following : 10×2

(a) Define in-store promotion. Explain briefly the objectives of in-store Promotion. $3 + 7$

(b) Discuss the impact of store atmospherics in modern retailing in India. 10

(3)

- (c) Discuss critically the different retail pricing strategies that may be followed in organised retailing India. 10

[*Internal Assessment* : 10 Marks]

SECOND HALF

[*Marks* : 50]

3. Answer any *four* of the following : 5 × 4
- (a) Technology and marketing should be effectively integrated for successful e-marketing. – Explain. 5
- (b) Discuss about the ethical and legal issues of e-marketing. 5
- (c) (i) What is pay per click(PPC) advertising ?
(ii) What is sales force automation (SFA) ? 3+ 2
- (d) What is search Engine marketing ? Why SEM is important to e-marketer ? 2 + 3
- (e) Why is digital marketing important in globalised economy ? 5

(4)

(f) Critically discuss the impact of e-marketing in Indian context. 5

4. Answer any *two* of the following : 10 × 2

(a) Discuss the typical requirements in an organisation that would ensure a successful e-marketing strategy. 10

(b) "e-market has opened a lot more business opportunities in the Indian context". Critically discuss the statement using suitable examples. 10

(c) (i) What are the major components needed for effective and efficient CRM in e-marketing ?

(ii) Explain the advantages and disadvantages of e-mail marketing and SMS marketing methods in e-business communication.

5 + 5

[*Internal Assessment* : 10 Marks]