

**OLD**

**2016**

**M B A**

**4th Semester Examination**

**Subject : RETAIL AND E-MARKETING**

**(Specialization : Marketing Management)**

**PAPER—M-403**

*Full Marks : 100*

*Time : 3 Hours*

*The figures in the right-hand margin indicate full 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)**

1. Answer any *four* questions : 4×5
  - (a) What is retailing ? What are the functions of retailing ?
  - (b) "Relationship marketing is a vital tool for retailing"  
— Explain.

*(Turn Over)*

- (c) What are the basic objectives of targeting in retail market ?
- (d) What are the different types of store layout ?
- (e) "Proper selection of location site for a retailer is very important". — Explain.
- (E) Briefly explain the term 'Visual Merchandising'.

2. Answer any *two* questions : 2×10

- (a) Discuss the factors influencing retail pricing.
- (b) What are the phases of merchandising plan ? Explain.
- (c) Explain different forms of retail promotion strategies.

**[ Internal Assessment : 10 Marks ]**

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**(Second Half)**

(Marks : 50)

3. Answer any *four* questions : 4×5

- (a) Distinguish between Traditional marketing approach and E-Marketing approach.
- (b) Define e-marketing strategy and explain how it is used.
- (c) Briefly explain the term Electronic Customer relationship Management.
- (d) What is an Internet pure play? Give example.
- (e) Discuss about the use and effectiveness of social media in the context of E-marketing?
- (f) How is wireless internet access influence the e-marketing activities worldwide?

4. Answer any *two* questions : 2×10

- (a) What is web analytics? What are the activities associated with it? What are the ways of collecting web analytics?

- (b) What is e-commerce? What are its advantages and disadvantages?
- (c) Discuss about the ethical and legal issues of e-marketing?

**[ Internal Assessment : 10 Marks ]**

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