

2011

M B A

4th Semester Examination

RETAIL AND E-MARKETING

(Specialisation : 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.

te the answers to Questions of each Half in separate books.

First Half

(Marks : 50)

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

- (a) Elaborate the process of STP.
- (b) Elaborate the major characteristics of retailing.
- (c) Highlight on retailing strategies with special emphasis of FMCGs.
- (d) Sales promotion as a promotional tool should be intelligently used in modern retailing—Justify.
- (e) State briefly the retail pricing objectives.
- (f) Retail space management is vital in successful retailing—Examine.

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

- (a) Discuss the different retail outlet according to store format. 10

(Turn Over)

- (b) Sound product and brand management are important in retailing—Explain.
- (c) Write a note on Atmosphere on Internal Retailing. Name two firms that work on internet retailing.

[Internal Assessment : 10 marks]

Second Half

(Marks : 50)

3. Answer any *four* questions : 5

- (a) Planning process for e-Marketing has some striking dissimilarities with conventional marketing—Explain.
- (b) Technology and marketing should be effectively integrated for successful e-Marketing—Explain.
- (c) Examine the applications of internet in product service distribution.
- (d) Write a brief summary on ethical issues in e-Marketing.
- (e) Marketing knowledge Management is essential in developing e-Marketing strategies—Explain.
- (f) Explain the role of on-line advertising in e-Marketing.

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

- (a) E-Marketing is an imperative in the new economic environment to sustain in global marketing experiment. Critically argue.
- (b) Managing customer relationship in e-Marketing demands special planning attention from e-marketers. Explain.
- (c) Identifying target market segments and getting right product positioning are vital strategic issues in e-Marketing—Discuss.

[Internal Assessment : 10 marks]