

2012

MASTER OF BUSINESS ADMINISTRATION

[Fourth 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 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)

1. Answer any *four* of the following : 5 × 4
- (a) How retailing is different from wholesaling ?
 - (b) State two major functions of retailing.
 - (c) What is the prospect of on-line retailing ?
 - (d) Write a note on 'planogram'.
 - (e) What is retail market segmentation ?
 - (f) 'Location strategy is an important aspect of retailing' – why ?
2. Answer any *two* of the following : 10 × 2
- (a) Discuss the factors influencing consumer decision making in retail markets. 10
 - (b) State the external factors influencing retail pricing strategies. How these factors impact on pricing decisions of retailers ? 6 + 4
 - (c) State the role of promotional mix in retail promotion strategy. How an internet retailer does select the promotional mix ? 6 + 4

[*Internal Assessment* : 10 Marks]

SECOND HALF

[Marks : 50]

3. Answer any *four* of the following : 5 × 4
- (a) State the role of e-marketing. 5
- (b) What do you understand by Search Engine Optimisation (SEO)? What are the objectives of SEO? 2 + 3
- (c) What is knowledge management? State its role in e-marketing strategy. 5
- (d) How do segmenting targeting and positioning (STP) influence e-marketing strategy? 5
- (e) Discuss about the ethical and legal issues of e-marketing. 5
4. Answer any *two* of the following : 10 × 2
- (a) (i) Discuss the role of internet in the global perspective of e-marketing.
- (ii) What are the merits and demerits of on-line advertising? 6 + 4

- (b) (i) **Discuss the strategic planning process of e-marketing.**
- (ii) **What are e-business models ?** 8 + 2
- (c) (i) **How internet technologies facilitate customer relationship management in e-marketing environment ? Explain.**
- (ii) **State the features of e-marketing communications.** 6 + 4

[*Internal Assessment : 10 Marks*]
