

2008

M B A

4th Semester Examination

RETAIL AND E-MARKETING

PAPER—M403

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 : 5×4

- (a) What is 'Retail Business'? How does it provide benefit to the retailers, customers and manufacturers at the same time?
- (b) Explain the concept and utility of Huff's Model.
- (c) What are the different pricing strategies adopted in retail?
- (d) Discuss in brief the promotional tactics used in retail.
- (e) What is the Index of Retail Saturation? Describe it with mathematical expression.
- (f) Write short notes on :
 - (i) The Herfin dahl-Herschman Index and
 - (ii) Private label.

(Turn Over)

2. Answer any *two* of the following : 10×2
- (a) Discuss in detail the Environmental, cyclical and conflictual theories of retail development.
 - (b) What do you mean by segmentation ? Discuss in detail the segmentation process with special reference to the retail business.
 - (c) Discuss in detail the different characteristics of retail development.

[*Internal Assessment : 10 marks*]

Second Half

(Marks : 50)

3. Answer any *four* questions : 5×4
- (a) What is Debit Card and 'POS' ? Describe with their feature.
 - (b) Describe the different benefits available from intranet for boosting of sales processes.
 - (c) What is 'Secure Electronic Transactions (SEC)' ? Why do we need it ?
 - (d) What is a "Firewall" ? Discuss its significance in the E-Commerce framework.
 - (e) What is web based E-Commerce ? Give example of B to B, B to C, G to B E-Commerce portals.
 - (f) Summarise the business reasons for intranet, internet and extranet.
4. Answer any *two* questions : 10×2
- (a) Discuss in detail the generic framework of E-Commerce with diagram.
 - (b) Discuss the Mercantile Model and different phases the same.
 - (c) Describe in detail the pricing issues in the online banking.

[*Internal Assessment : 10 marks*]