2014

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) Distinguish between merchandise retailing and service retailing.

   (b) "Unorganized sector big challenges for retail in India" — Justify the statement.

(c) Describe with suitable example major decision rules of consumer w.r.t. retail shopping.

(d) "Culture affects buying decision" — Justify with suitable example.

(e) 'Space is very vital in recent time' — As a manager how would you manage the space in a retail store ?

(f) Write a short note on 'street peddling'

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

(a) Discuss the factors involved in planning of retail advertising.

(b) Shematically explain the life cycle of retail industry.

(c) State the major objectives of retail promotions.

[Internal Assessment : 10 Marks]

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(Second Half)

(Marks : 50)

3. Answer any *four* questions : 4×5

   (a) How do internet technologies facilitate Customer Relationship Management (CRM) ?

   (b) Discuss the benefits of social media to e-marketers.

   (c) Discuss the legal issues of e-marketing.

   (d) Write a note on "Online Customer Value Creation".

   (e) What are the different types of e-business model ?

   (f) Discuss the strategic planning process of e-marketing.

4. Answer any *two* questions : 2×10

   (a) Technology and marketing should be effectively integrated for successful e-marketing — Explain.

   (b) What are the advantages and disadvantages of digital media in e-marketing communication ?

(c) (i) Explain Internet Distribution System (IDS)

(ii) Write down explanatory note on emerging trends in e-marketing.

[Internal Assessment : 10 Marks]

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