

**2015**

**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) How does store based retailing differ from non-store based retailing ?

(b) Discuss in brief the major components of retail strategies.

*(Turn Over)*

- (c) What are the techniques of pricing adopted by the retailers for increasing sales ?
- (d) State the importance of planogram in retailing.
- (e) Schematically explain the life cycle of retail industry.
- (f) Write a short note on 'Every day law' Pricing.

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

- (a) Schematically explain the buying process of the consumers with special reference to retailing.
- (b) What do you mean by retail location ? Describe briefly the factors affecting selection and evaluating a location for setting up retail industry. 3+7
- (c) How do you manage retail space ? Discuss the various types of fixtures, that are used in a retail store. 5+5

**[ Internal Assessment : 10 Marks ]**

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**(Second Half)**

**(Marks : 50)**

**3. Answer any four questions :** 4×5

- (a) Define E-Marketing. How can you relate E-Marketing with E-Business and E-Commerce ?
- (b) In the context of the technology behind E-Marketing, what are the key elements of Web 2.0 ?
- (c) What is balanced scorecard ? How do companies use it in e-business ?
- (d) What are the three main markets of e-business and how do they differ ?
- (e) State the advantages and disadvantages of online marketing research.
- (f) What are the five main categories of outcomes sought by internet users in the context of online consumer behaviour ?

4. Answer any *two* questions : 2×10

- (a) What are the four levels of commitment to e-business? Explain it in details and give some examples of each?
- (b) Narrate in brief the seven steps in an e-marketing plan.
- (c) Define the four main segmentation bases of e-marketing and list at least two segmentation variables for each.

**[ Internal Assessment : 10 Marks ]**

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