

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2024
(Sixth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

DISCIPLINE SPECIFIC ELECTIVE – II: DIGITAL RETAILING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Mention the e-retailing refers to _____.
(i) Sale of electronic items in a store (ii) Catalog
(iii) Music store (iv) Retailing shopping using the inter
- 2 What is a system of interconnected electronic components or circuits?
(i) Marketplace (ii) Meta markets
(iii) Electronic Markets (iv) Electronic network
- 3 Find the ----- always operate on intranet.
(i) E-commerce (ii) E-business
(iii) EDI (iv) None of these
- 4 Match the scope of E-commerce _____.
(i) Local (ii) Global
(iii) Within own country (iv) Within own state
- 5 Name a _____ is the buying and selling of goods and services through wireless handled such as cellular phone and personal digital assistants.
(i) Mobile commerce (ii) E-commerce
(iii) E- business (iv) E- retailing

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a State the scope of e-retailing.
OR
b Explain the e-retailing in detail.
- 7 a Outline the benefits of digital marketing.
OR
b Classify the various strategies in digital marketing.
- 8 a Analyze the need of integration of e-retailing for a business.
OR
b Describe the e-reviews in details.
- 9 a Show the process of e-branding development.
OR
b Develop the performance of e-services.
- 10 a Prepare the need for m-shopping of e-retailing.
OR
b Choose the various steps to digital management.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Identify the essential of e-retailing.
OR
b Examine the growth and prospects for e-retailing.
- 12 a Distinguish between traditional and digital marketing.
OR
b Highlight the various categories of e-retail product.
- 13 a Point out the major factor to understanding the E-consumer behaviour.
OR
b Discuss the limitation of e-shoppers.
- 14 a Enumerate the various e-services metrics in management tools.
OR
b Analyze the statement e-services a fourth stage of e-commerce development.
- 15 a Examine the evaluation of e- retailing in 22nd century with suitable examples.
OR
b Distinguish between m-commerce and e-commerce.

Z-Z-Z

END