

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2025
(Sixth Semester)

Branch – BUSINESS ADMINISTRATION(RETAIL MANAGEMENT)

MAJOR ELECTIVE COURSE – 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 Which of the following is a key factor influencing the growth of e-retailing?
 - i) High shipping fees
 - ii) Limited product variety
 - iii) Improvement in internet access and digital payment systems
 - iv) Restricted access to consumer reviews
- 2 Choose the e-retail category that includes books and music.
 - i) Fashion Retail
 - ii) Digital Media and Entertainment
 - iii) Home Appliances
 - iv) Groceries
- 3 Indicate the role of "electronic word-of-mouth" (eWOM) in influencing consumer behavior:
 - i) It has no impact on consumer decisions.
 - ii) It only affects consumer behavior in physical stores.
 - iii) Positive or negative eWOM can strongly influence purchasing decisions.
 - iv) It only applies to large businesses and not individual consumers.
- 4 Find the correct e-service metric used to measure customer satisfaction in e-retail.
 - i) Conversion Rate
 - ii) Customer Retention Rate
 - iii) Delivery Time
 - iv) Net Promoter Score (NPS)
- 5 Identify the primary need for M-commerce.
 - i) Speed and convenience of shopping via mobile devices
 - ii) Large physical store presence
 - iii) Use of online banking only
 - iv) Limited payment options

SECTION - B (15 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 3 = 15)

- 6.a. Bring out the key advantages of e-retailing.
(OR)
- b. Outline the steps involved in launching an e-retailing platform.

Cont...

- 7.a. Analyze the impact of digital marketing on consumer behavior.
(OR)
b. Classify different types of digital marketing strategies used by e-retailers.
- 8.a. Describe the role of electronic word-of-mouth in influencing online shopping behavior.
(OR)
b. Summarize the impact of e-retailing on consumer behavior
- 9.a. Classify the different stages in the process of E-brand development.
(OR)
b. Describe how interactivity plays a role in building strong E-brands.
- 10.a. Explain the need for U-shopping and the benefits it offers to consumers and retailers
(OR)
b. Narrate the challenges faced by m-commerce in adapting to Omni-channel retail strategies.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 6 = 30)

- 11.a. Trace the historical development of e-retailing.
(OR)
b. Outline the factors that influence consumer behavior in e-retailing.
- 12.a. Differentiate between Digital and Traditional marketing
(OR)
b. Summarize the benefits of online shopping for customers.
- 13.a. Analyze the strategies for integrating e-retailing into an organization.
(OR)
b. Discover the key factors that influence e-consumer behavior in online purchasing decisions.
- 14.a. Examine how e-service metrics act as a management tool to improve e-service quality and customer experience.
(OR)
b. Differentiate between e-service performance and traditional service performance metrics.
- 15.a. Classify the different types of mobile shopping (m-shopping) and discuss how m-shopping evolved from remote shopping.
(OR)
b. Elucidate the role of digital retailing in the 22nd century and the challenges faced by businesses in adapting to it.