

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026
(Sixth Semester)

Branch - BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

MAJOR ELECTIVE COURSE – II : DIGITAL RETAILING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	E-retail mix refers to (i) Only pricing strategies (ii) Combination of elements used in online retailing (iii) Only product selection (iv) Only promotion techniques	K1	CO1
	2	In e-retailing, product variety refers to (i)Limited product range (ii)Wide range of products offered online (iii)Only branded products (iv)Only physical goods	K2	CO1
2	3	AI in digital marketing is mainly used for (i)Manual work (ii)Personalization and automation (iii)Printing ads (iv)Offline sales	K1	CO2
	4	Voice search optimization is related to (i)Typing keywords (ii)Spoken search queries (iii)Printed ads (iv)Offline marketing	K2	CO2
3	5	E-shoppers are (i)People who purchase goods/services online (ii)People who shop only in physical stores (iii)Wholesalers (iv)Retail employees	K1	CO3
	6	Which device is commonly used by e-shoppers? (i)Typewriter (ii)Fax (iii)Radio (iv)Smartphone	K2	CO3
4	7	Which of the following is a key element of e-branding? (i)Website design (ii)Packaging (iii)Warehousing (iv)Transportation	K1	CO4
	8	Which of the following is NOT part of e-brand development? (i)Website usability (ii)Customer experience (iii)Physical store layout (iv)Online promotion	K2	CO4
5	9	Which of the following is a form of remote shopping? (i)Mall shopping (ii)E-commerce (iii)Street vending (iv)Window shopping	K1	CO5
	10	Luxury retail refers to (i)Selling low-cost goods (ii)Wholesale trading (iii)Street selling (iv)Selling premium, high-end products	K2	CO5

Cont....

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Discuss the growth of e-retailing in recent years.	K3	CO1
		(OR)		
	11.b.	Evaluate the opportunities and challenges in the growth of e-retailing in developing countries.		
2	12.a.	Discuss the different categories of home electronic products with suitable examples.	K4	CO2
		(OR)		
	12.b.	Discuss the impact of smart home technologies on consumer lifestyle and behavior.		
3	13.a.	Explain the concept of Electronic Word-of-Mouth (eWOM) and how does it differ from traditional word-of-mouth?	K3	CO3
		(OR)		
	13.b.	Discuss the factors affecting the credibility of e-reviews.		
4	14.a.	Discuss the factors that influence customer trust in e-brand development.	K4	CO4
		(OR)		
	14.b.	Analyze how trust impacts customer loyalty and long-term relationships in e-retailing.		
5	15.a.	Explain the concept of digital retailing in the 21st century.	K3	CO5
		(OR)		
	15.b.	Critically analyze the evolution of digital retailing and its significance in the modern business environment.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Evaluate the future prospects of e-retailing in the context of technological advancements and changing consumer preferences.	K5	CO1
2	17	Compare and contrast digital marketing platforms and strategies with traditional marketing platforms and strategies.	K6	CO2
3	18	Analyze the impact of integrated e-retailing strategies on customer satisfaction and competitive advantage.	K5	CO3
4	19	Evaluate the relationship between e-service performance, customer satisfaction and customer retention.	K6	CO4
5	20	Analyze the role of technology in enabling omnichannel retailing.	K5	CO5