

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2023
(Sixth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

DISCIPLINE SPECIFIC ELECTIVE – II : DIGITAL RETAILING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

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

1. E- Commerce technologies have improved upon traditional commerce technologies in _____.
 (a) Richness (b) Reach
 (c) Both richness & reach (d) Neither richness nor reach
2. _____ the following is not one of the major type of e- commerce.
 (a) C2B (b) B2C (c) B2B (d) C2C
3. A _____ is the set of planned activities designed to result in a profit in a market place.
 (a) Business Model (b) Profit Model
 (c) Business Model (d) Revenue Model
4. Which of the following is an example of the portal?
 (a) Amazon (b) ebay (c) Yahoo (d) Face Book
5. A strategy is designed to compete in all markets around the global is called as _____.
 (a) Scope (b) Differentiation
 (c) Cost (d) Focus
6. The largest components of a web site budget is _____.
 (a) System Maintenance (b) System Development
 (c) Content design and development (d) Telecommunications
7. _____ are used in Digital Marketing.
 (a) Electronic devices (b) Internet
 (c) Both (a) and (b) (d) None of the above
8. What is the full form of SMO?
 (a) Social Media Optimal (b) Search Media Optimal
 (c) Search Media Optimization (d) Social Media Optimization
9. E- Commerce has _____ scope than e-business or Digital Business.
 (a) Higher (b) Narrower (c) Wider (d) More
10. _____ “EOQ” in Inventory control.
 (a) Economic Occuring Quality (b) Economic Order Quality
 (c) Economic Over Quality (d) Economic of quality

Cont...

SECTION - B (35 Marks)

Answer ALL Questions
ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

11. a) Bring out the importance of e-retailing.
(OR)
b) Explain the types of e-retailing.
12. a) Outline the benefits of digital marketing.
(OR)
b) State the factors influencing consumer behavior in home electronics usages.
13. a) State the features of e- retailing integration.
(OR)
b) Bring out the Importance of electronic words of Mouth
14. a) Sketch out the benefits role of service sector in modern economic development of India.
(OR)
b) Explain the concepts of E- Brand development.
15. a) Analyze the features of m-shopping.
(OR)
b) Narrate the evaluation of remote shopping.

SECTION - C (30 Marks)

Answer any THREE Questions
ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

16. Discuss the advantages and disadvantages of e-retailing.
17. Distinguish the digital marketing and traditional marketing.
18. Examine the merits and demerits of e- shopping for consumers.
19. Summarize the E-Service Performance implementation through the brand elements.
20. Outline the significances of digital retailing for the 22nd century.

Z-Z-Z

END