

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION MAY 2018  
(Fifth Semester)**

Branch - **COMMERCE (RETAIL MARKETING)**

**DIGITAL MARKETING**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

**ALL** questions earn **EQUAL** marks (10 x 2 = 20)

- 1 Define e-commerce.
- 2 What is B2B model?
- 3 What is e-governance?
- 4 What is e-cash?
- 5 What is Smart card?
- 6 What do you mean by Multimedia Kiosk?
- 7 Define Retail Logistics.
- 8 What is Supply Chain Management?
- 9 What is Project Planning?
- 10 What is WWW?

**SECTION - B (25 Marks!)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a What are the benefits of e-commerce?  
OR  
b Point out the framework of e-commerce.
- 12 a Write a brief note on EDI communication process.  
OR  
b Explain the various Business models.
- 13 a What are the objectives of e-marketing?  
OR  
b Discuss the success factor for retailing.
- 14 a Write down the basic rules for website designing.  
OR  
b What are the benefits of Security analysis?
- 15 a What are the functions of Retail logistics system?  
OR  
b Describe the objectives of Promotional Strategies.

**SECTION - C (30 Marks!)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Stat the applications of e-commerce in brief.
- 17 List out the benefits and drawbacks of Digital Commerce.
- 18 Explain the different modes of Retailing.
- 19 Examine the successful e-retailing websites.
- 20 Critically evaluate the Indian initiatives in Retail Business.