8. Explain the various needs of E-commerce advertising.
7. What are the various methods of online E-commerce?
6. What do you understand about the features of E-commerce?
5. What are the salient features of M-commerce?
4. What are the E-commerce B2C model?
3. What are features of e-retailing?
2. Explain the purpose of retail information system.
1. Answer any FIVE questions out of the following:

PART A — (5 x 6 = 30 marks)

Maximum: 100 marks

Time: Three hours

(2012-13 Batch onwards)

E-RETAILING
RETAIL INFORMATION SYSTEM AND
Retail Management
Fourth Semester
December 2014/January 2015
M.B.A. DEGREE EXAMINATION

MBRM 4003

Questions

(a) Is the product really new? Critically analyse.
(b) In the given case, discuss the social and ethical issues involved.

20% per year, the potential seems immense, which is showing sustained growth and is growing enough room for everybody in the market. Other players like Parine Group, Freshly's, and others are also doing good.
PART B — (5 x 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Explain the steps in conducting marketing research.

10. Explain the E-commerce business models.

11. What you understand by M-commerce? What are the M-commerce products and services available?

12. What are the essential elements of building an E-commerce website?

13. Analyse the various E-commerce payment systems.

14. Explain the E-commerce marketing communication.

15. Explain the ways to promote online promotion.

16. Describe the costs and benefits of online communication.

PART C — (1 x 20 = 20 marks)

Compulsory.

17. Case study:

The Rs. 700 crore Godrej soaps baby ‘Fairglow’ created a stir in virtually stagnant Rs. 4,300 crore market for toilet soaps. This new entrant promises fairness within 15 days of its regular use. Most of the toilet soaps available in Indian market today make claim that fall under one of the two categories: Do good properties or feel good properties. ‘Does good’ category in clued lux. Dettol, Liril, etc. ‘Feel good’ category includes Dove. The price range varies between premium, medium and low.

Fairglow was launched in 2010. Its composition is based on a bio-extract, natural oxy-G, which is supposed to remove blemishes and provide fairness. Probably on a subconscious level. Indians are always looking for skin fairness. Godrej soaps certainly zeroed in on a need gap in the market and positioned Fairglow as a fairness soap.

Although HUL gives competition to Godrej but Godrej clearly enjoys the first mover advantage and has distanced itself ‘Feel good’ or ‘Do good’ soaps. India’s preoccupation with fair complexion appears to be a gold mine for fairness enhancing products available in the market.

A look at earlier vanishing creams marketed by ponds and lakme was followed by HUL’s Fair & lovely in 1978 today has a market share of about 78% of the fairness cream market valued at about Rs. 400 crore. Other brands like email naturally Fair has turnover of 30 crore (8% market share), cavin care’s fairever has a turnover of 40 crore (10% market share).