PART A — (6 x 6 = 36 marks)

E-RETAILING

Retail Information System and Retail Management

Fourth Semester

M.B.A Degree Examination, June 2014

MBRM 4003
7. Explain how a mobile payment system works.
8. Write various types of electronic payment systems.

PART B — (5 \times 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

9. Explain the structure and components of retailer information system.
10. What are the components of a basic RFID system? How is it useful to retailing?
11. Explain the role played by the privacy policy of an e-retailer.
12. What are the types of e-commerce software packages? Explain their utility.
13. What are the types of electronic payment systems? Evaluate them based on their pros and cons.
14. Explain the importance of intellectual property rights protection in e-commerce.
15. Describe the role of usage analysis in e-commerce infrastructure development.
16. Discuss the strengths and weaknesses of different online marketing communication channels.
Latin clientele, became fluent in Spanish, and attracted a large family business. The first coastline, perfume store, opened in 1986. Within a few years, the family had two more stores nearby. They opened up a bricks-and-mortar operation in 1987, a year after Taran, who was three-years-old when Taran arrived in California, "I was three-years-old when I first visited my mom in 1986 with nothing and only English," says Taran. "I was really easy for them." Then, in 1987, a few months after perchme.com, the company was launched.

After a couple of years, they saved enough to open their own store, which they named "Perfume Day," an online seller of cosmetics and perfume. The business grew out of a mom-and-pop retail store, and make-up products, body care products, and make-up products.

I "Perfume Day, Perfume Day." As a local swap meet, they offered "Perfume Day" a booth for the first time. Then, in 1994, "Perfume Day" was adopted by a couple of years, they saved enough to open their own store, which they named "Perfume Day," an online seller of cosmetics and perfume. The business grew out of a mom-and-pop retail store, and make-up products, body care products, and make-up products.

**Case Study - Compulsory**

PART C — (1 x 20 = 20 marks)

**Small Business**

Strategy and the decision to shift to Yankool

**Critically comment on Perfume Day's retail**

By Perfume Day.

(8) Comment on the e-commerce model adopted.

-domain name.

-The performance of the domain implies that the name is a good choice, because the name is a combination of the domain's name and can be used in search engine optimization.

**Where I am today," she says, after 56 million in 2004. I never imagined I would be tannery." Tannery. "Iondo." Grassroots, more than 600 employees from regular employees to executive customers. She from regular employees to executive customers and from grassroots to local television and press and radio.

10 Fulltime employees. Taran has expanded.
In the late 1990s, her parents sold one of the stores and her father opened a wholesale operation. Jacquelyn, fresh out of college at the University of California at Irvine and helping out in the wholesale operation, started to toy with the notion of setting up an Internet retailer. "It started out more as a hobby," she says. "I was just interested in the Internet and thought it would be a neat idea to have an Internet store."

Perfume Bay was born in her mind, but Tran had a lot of work to do. She researched extensively. She found very few perfume stores on the Web. Her parents didn't understand her quest, but encouraged her nonetheless. "They didn't know anything about it but said, 'If you think you can do it, go ahead.'" She had to find a Web designer and learn how to do business on line, collect money, fill orders. She wasn't very Internet savvy either and tried to get up to speed by researching and talking with designers of e-tail sites. "I wanted a nice, classy site for perfume lovers looking for hard-to-find items and discontinued brands," she says. She finally launched in 1999, but it would be two years before she would devote her full energies to the company. Not surprisingly, those first two years fell flat. "I made plenty of mistakes," says Tran. "Mostly about where to spend advertising money. I bought too many keywords. There were many search engines offering keyword buys that would give you priority when people did a search." These ads didn't yield enough traffic and she wasn't getting many orders. She was still Perfume Bay's only employee.

Back at the drawing board, Tran decided that she would run her business as a Yahoo! store. Many of the services she needed were available through the company. They provide advertising and fulfillment help and the merchants on the site constitute a kind of community. She found a new designer, Synertech, who "really understood my business," she says. "It's really important for customers to be able to find products, add them to their shopping cart, and check out easily."

After the makeover, Tran noticed a quick increase in business. It has grown steadily, even spectacularly, ever since. By late 2003, Perfume Bay was doing so well that Jacquelyn convinced her parent to close their L.A operations in favor of the online store. She found a 16,000-foot warehouse near the family's Huntington Beach home and set up there. Her father still runs the wholesale business and there's a modest retail store at the warehouse, but the bulk of the volume comes through the Internet. Tran's strategy is to carry a deep inventory. "We have something for everyone," she says. One of the most popular pages on her site is where customers can find newly launched fragrances. Another lets customers know about particularly hot products. "We have very loyal customers," says Tran, "and we try hard to give them what they want." Perfume Bay now has