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226752R

**5th Sem. / Business Management (Retail)**  
**Subject : Electronic retailing (E-Tailing)**

Time : 3 Hrs.

M.M. : 60

**SECTION-A**

**Note: Multiple Choice Questions. All Questions are compulsory. (6x1=6)**

- Q.1 What does the term "Shopping card" refer to in e-tailing?
- a) A physical cart for shopping
  - b) A feature that allows customers to collect items for purchase online
  - c) A type of payment system
  - d) None of the above
- Q.2 Which technology is commonly used for securing online transactions?
- a) SSL (Secure Socket Layer)
  - b) FTP (File Transfer Protocol)
  - c) SMTP (Simple Mail Transfer Protocol)
  - d) None of the above
- Q.3 What is the main advantage of using digital wallets for e-tailing?
- a) Increased transaction fees
  - b) Lack of security
  - c) Convenience and speed of transactions
  - d) Complexity

- Q.4 What does "B2C" stand for in e-retail?
- Buyer to Client
  - Brand to Customer
  - Business to Consumer
  - Business to Company
- Q.5 Which of the following is an example of an e-tailing technology?
- Customer relationship Management (CRM)
  - Content Management System (CMS)
  - Artificial Intelligence (AI)
  - All of the above
- Q.6 What is a common electronic payment method used in e-tailing?
- Checks
  - Cash
  - Credit & Debit Card
  - Money orders

#### Section-B

**Note: Objective/Completion type questions. All questions are compulsory. (6x1=6)**

- Q.7 E-tailing refers to retailing through electronic platform. (True/False)
- Q.8 B2B is the only e-retail business model. (True/False)
- Q.9 E-tailing technologies include payment gateways and inventory management systems. (True/False)
- Q.10 Personalization is an ineffective strategy in e-tailing. (True/False)
- Q.11 Digital wallets are a type of a electronic payment system. (True/False)
- Q.12 E-tailing does not require any security measures for transactions. (True/False)

#### Section-C

**Note: Short answer type Question. Attempt any eight questions out of Ten Questions. (8x4=32)**

- Q.13 What are the different challenges in e-tailing?
- Q.14 Explain AR/VR in e-retailing.
- Q.15 Discuss Marketplace model and its significance.
- Q.16 Discuss the method of solvency ratios.
- Q.17 What is Omni channel retailing? Discuss its impact on e-retailing?
- Q.18 Explain the role of machine learning in e-retailing.
- Q.19 What is mobile Commerce? Discuss its significance.
- Q.20 Discuss the role of Supply chain Management in e-tailing.
- Q.21 Discuss the Peer to Peer payment system in brief.
- Q.22 What is Electric Fund Transfer?

#### Section-D

**Note: Long answer questions. Attempt any two question out of three Questions. (2x8=16)**

- Q.23 Discuss the different types of e-retail business model.
- Q.24 What is e-tailing. Discuss the impact of e-tailing on traditional retail.
- Q.25 What is e-tailing? Discuss different type of pricing strategies used in e-tailing.