

- Q.18 Explain the significance of Logistics in e-tailing.
- Q.19 Explain in brief the Customer acquisition with an example.
- Q.20 Explain in brief the cross border e-commerce give an example.
- Q.21 Discuss the Cyber cash in brief.
- Q.22 Discuss in brief Digital Signature and Digital Certificate.

SECTION-D

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

- Q.23 Discuss in details Subscription models. Hybrid models and their advantages.
- Q.24 What is Digital Marketing ? Discuss different types of social media strategies .
- Q.25 Discuss in detail Smart card its types and their security concerns .

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**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 is e-tailing ?
- a) Traditional retailing
 - b) Selling goods and services through the internet
 - c) Retailing in physical stores
 - d) None of the above
- Q.2 Which of the following is a common e-retail business model ?
- a) B2B
 - b) B2C
 - c) C2C
 - d) All of the above
- Q.3 What technology is crucial for e-tailing websites ?
- a) SQL databases
 - b) HTML
 - c) Cloud computing
 - d) All of the above

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Q.4 Which of the following is a disadvantage of e-tailing?

- a) Global reach
- b) Limited customer interaction
- c) Lower operational costs
- d) Convenience

Q.5 What is a common challenge for e-tailers regarding payment systems ?

- a) Security concerns b) Low transaction fees
- c) High customer retention d) None of the above

Q.6 Which of the following is NOT an e-tailing strategy?

- a) Dynamic pricing b) Personalization
- c) In-store promotions
- d) Social media Marketing

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. $(6 \times 1 = 6)$

Q.7 SSL certificates are used to secure online transactions .(True/False)

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Q.8 A shopping cart is only used in physical retail environments.(True/False)

Q.9 E-tailing platforms do not require customer feedback for improvement. (True/False)

Q.10 Chatbots can enhance customer Service in e-tailing .(True/False)

Q.11 All e-tailing businesses are limited to selling physical products only ..(True/False)

Q.12 Dynamic pricing is a common strategy in e-tailing. .(True/False)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. $(8 \times 4 = 32)$

Q.13 What is E-tailing ? Write any 2 advantages of E-tailing .

Q.14 Explain in brief the evolution of E-tailing.

Q.15 Define B2C and C2C with one example for each.

Q.16 Discuss the hybrid model in e-retail business model with an example .

Q.17 Discuss the role of AI in e-retailing.

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