

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: E Retailing
Programme: BBA AM

Time: 03 hrs.

Instructions:

Semester: V

CC: BCR 197

Max. Marks: 100

SECTION A

S. No.	Answer All The Questions	Marks	CO
Q 1 A	E-retailers need strong distribution efficiency & timely delivery of products & services.	2	1
B	E-retailers do not trace consumers' shopping behavior.	2	1
C	A typical online retailer cannot afford to go for a multi-channel model of retail.	2	1
D	Without performance management CRM will fail.	2	1
E	Instagram can be a great way to showcase your brand, especially for a small and medium sized retailer.	2	1

Q 2	Answer All The Questions		
A	Enumerate the kinds of Net markets.	2	2
B	What are the advantages of B2B markets?	2	2
C	What are the challenges of B2B markets?	2	2
D	What are the models of B2C markets? - Enumerate them.	2	3
E	What is the 4 C marketing mix?	2	3

SECTION-B

	Answer All The Questions		
Q.3	Define the direct distribution model. What are the key types of direct distribution models?	(3 + 7)	3
Q.4.	Enumerate at least four advertising strategies. Explain how the SEO will boost your site.	(3 + 7)	3

SECTION-C

	Answer any Two Questions		
Q5	What are the four pillars of Customer Loyalty Management? How would you use them for customer retention?	(4+11)	4
Q.6a	Enumerate the different elements of branding. Explain each of them with examples (3 + 12)	(3+12)	4&5
Q.6b	Explain the traffic building process from the stages of customer visit to the site – to transaction- delivery and retention.	(15)	3
	SECTION-D		
	Read the extract given below and answers the following question.		
Q7.	What is your understanding from the passage below?	(10)	5
Q7.a	What software, tools, and resources are crucial to your business? (10)	(10)	5
Q7.b	What are your recommendations for new store owners?	(10)	3,4& 5
	<p style="text-align: center;">Raw Generation the Juice Producer</p> <p>Raw Generation is a raw juice company based in Middletown, New Jersey. The entrepreneur behind it is 30-year-old Jessica Geier, a certified health coach. Jessica started Raw Generation in 2012 with her dad, Bill. After initial struggles, she experimented with new sales channels.</p> <p>Raw Generation makes drinking raw, unpasteurized juice from fresh fruits and vegetables more convenient. They make it easier to get the right nutrition every day to benefit from greater health, happiness, and vitality. They created a business that would provide truly healthy and convenient foods to busy people, since there are so few easy options out there.</p> <p>They decided early on that she would focus on the marketing and he would focus on developing the production end of the business. This was key for them because they both focused on the parts of the business that we had skills for and we both had clear objectives and boundaries.</p> <p>Initially they promoted through social media and that was not going anywhere fast. About 6 months after they launched they rebranded the business.</p> <p>Up until very recently, the majority of sales came from sites like Groupon, Gilt, and Rue La La. They now promote heavily to our customer base to encourage repeat business. They were very adamant about picking carefully how to promote the business especially in the beginning.</p>		

They were introduced to Lifebooker, one of the many deal sites out there. Deal sites are great because you are paying for sales, not the possibility of sales. Sales are key. Problems are easier to fix (or go away) when money is coming in.

They started with one of the smaller sites, Lifebooker and found that it worked well. After a few months, there was a lull with sales from Lifebooker , Sales weren't getting anywhere through social media and they decided that in order to increase sales they needed to try focusing our attention on one marketing avenue.

They branched out slowly to see if they could find other ways to promote that were not necessarily paying for sales but paying for the possibility of sales – Google Adwords, magazine ads, and in-person events to name a few. They still have not found a marketing avenue that has been as successful as selling on deal sites.

Because the product they originally introduced had very little appeal .They decided to jump on the juice cleanse bandwagon since it was becoming very popular. It was right up our alley anyway since all it was fresh juices packaged together and marketed as a weight loss product.

This was the *Major* Right decision around the same time they started using deal sites as marketing avenues (Living Social, Groupon, Gilt, etc.). Google Adwords can get really expensive really fast; our brief experience with selling on a deal site had proven to be a small success.

They gave themselves two weeks and focused 100% of their time on getting their products selling on as many deal sites as possible. After two weeks, they had several deals scheduled and decided that this was a marketing avenue worth continuously exploring. It has been her major focus for the past three months.

What someone can accomplish in any given workday is limited to the resources available. When you are starting out in business, resources are often very limited. This is precisely why it is that much more imperative that you create a goal with a deadline and focus every waking moment on achieving that goal. If at the end of the deadline, you feel you need more time, extend the deadline. If at the end of that deadline, you are not seeing results (or the possibility of results) change your goal and refocus.

Set up systems. This is one of the principles we use throughout our business any time we can. You set up the systems that your employees run. It takes any guesswork out and makes the backend of any business easier to manage.

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Semester: V
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SECTION A

S. No.	Answer All The Questions	Marks	CO
Q 1 A	True or False; Answer all the questions. There are 3 attributes defining online consumer behaviour	2	1
B	Directed information seekers look for information on specific directions on web pages.	2	1
C	The customer is isolated when searching for products online.	2	1
D	The EBM model has 4 key stages	2	2
E	Post Purchase evaluation does not involve the decision for a repeat repurchase	2	1

Q 2	Answer All The Questions		
A	Why do companies go for disintermediation?	2	2
B	Enumerate the various kinds of online brokers.	2	2
C	What are the characteristics of top B2C retailers?	2	2
D	What are the advantages of bricks and clicks	2	1
E	Enumerate the marketing mix strategies for individuals	2	1

SECTION-B

	Answer All The Questions		
Q.3	3What are e-marketspaces, enumerate the components of e-marketspaces. What are reverse auctions?	(6+ 4)	3
Q.4.	What are interactive platforms? Describe any 3.	(5+ 5)	4

SECTION-C

	Answer any Two Questions		
Q5	How will you measure results on the results of internet activities on your site? Explain the process of evaluation of the same. (8+7)	(8+7)	3&4
Q.6a	How have Android, Apple technology enabled mobile apps helped in the mobile commerce boom? OR	(15)	5
Q.6b	What do you understand by the demand led product development process? How do you assess the demand via feedbacks from various channels	(7+8)	4
	SECTION-D		
	Read the extract given below and answers the following question.		
Q7.	How is the multilevel strategy helping Amazon? (10)	(10)	4
Q7.a	Do you think that metasellers will be potential competitors in the future.	(10)	5
Q7.b	Amazon has been hot with controversies. What impact will it have on the online consumer ?	(10)	3,4&5
	<p>AMAZON.COM</p> <p>Strategies and Controversies</p> <hr/> <p>Amazon employs a multi-level e-commerce strategy.</p> <p>Amazon started by focusing on business-to-consumer relationships between itself and its customers and business-to-business relationships between itself and its suppliers and then moved to facilitate customer-to-customer with the Amazon marketplace which acts as an intermediary to facilitate transactions.</p> <p>The company lets anyone sell nearly anything using its platform. In addition to an affiliate program that lets anyone post-Amazon links and earn a commission on click-through sales, there is now a program which lets those affiliates build entire websites based on Amazon's platform.</p> <p>Some other large e-commerce sellers use Amazon to sell their products in addition to selling them through their own websites. The sales are processed through Amazon.com and end up at individual sellers for processing and order fulfillment and Amazon leases space for these retailers.</p> <p>Small sellers of used and new goods go to Amazon Marketplace to offer goods at a fixed price.</p> <p>Amazon also employs the use of drop shippers or meta sellers. These are members or entities that advertise goods on Amazon who order these goods direct from other competing websites but usually from other Amazon members.</p> <p>These meta sellers may have millions of products listed, have large transaction numbers and are grouped alongside other less prolific members giving them credibility as just someone who has been in business for a long time.</p> <p>Markup is anywhere from 50% to 100% and sometimes more, these sellers maintain that items are in stock when the opposite is true.</p>		

As Amazon increases their dominance in the marketplace these drop shippers have become more and more commonplace in recent years.

In November 2015, Amazon opened its first physical bookstore location. It is named Amazon Books and is located in University Village in Seattle.

The store is 5,500 square feet and prices for all products match those on its website.

Amazon opened its tenth physical book store in 2017; media speculation suggests Amazon plans to eventually roll out 300 to 400 bookstores around the country.

Amazon plans to open brick and mortar bookstores in Germany.

Amazon.com is primarily a retail site with a sales revenue model; Amazon takes a small percentage of the sale price of each item that is sold through its website while also allowing companies to advertise their products by paying to be listed as featured products.^[138]

Since its founding, the company has attracted criticism and controversy from multiple sources over its actions.

These include: supplying law enforcement with facial recognition surveillance tools, luring customers away from the site's brick and mortar competitors, poor warehouse conditions for workers; anti-unionization efforts;

Amazon Kindle remote content removal; taking public subsidies; its "1-Click patent" claims; anti-competitive actions;

Price discrimination; various decisions over whether to censor or publish content such as the WikiLeaks website; LGBT book sales rank; and works containing libel, facilitating dogfight, cockfight, or pedophile activities.

In December 2011, Amazon faced a backlash from small businesses for running a one-day deal to promote its new Price Check app. Shoppers who used the app to check prices in a brick-and-mortar store were offered a 5% discount to purchase the same item from Amazon.

Companies like Groupon, eBay and Taap.it countered Amazon's promotion by offering \$10 off from their products.

The company has also faced accusations of putting undue pressure on suppliers to maintain and extend its profitability.

In July 2014, the Federal Trade Commission launched a lawsuit against the company alleging it was promoting in-app purchases to children, which were being transacted without parental consent.

On October 16, 2016, Apple filed a trademark infringement case against Mobile Star LLC for selling counterfeit Apple products to Amazon.

In the suit, Apple provided evidence that Amazon was selling these counterfeit Apple products and advertising them as genuine.

Through purchasing, Apple was able to identify that nearly 90% of the Apple accessories sold and fulfilled by Amazon were counterfeit.

Amazon was sourcing and selling items without properly determining if they are genuine.

Mobile Star LLC settled with Apple for an undisclosed amount on April 27, 2017