

PGDM (RM), 2013-15

Digital & Non Store Retailing

RM – 505

Trimester – II / V, End term Examination: December 2014

Time allowed: 2 Hrs 30 Min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. In case of rough work please use answer sheet.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	$3 \times 5 = 15$
B	2 out of 3 (Long Questions)	10 Marks each	$2 \times 10 = 20$
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

Section A

- Q.1** Typically companies are involved in e-business at 4 distinct levels. Identify each level with a brief explanation of how it benefits the company.
- Q.2** With the continuing evolution of digital technology, power is shifting from Sellers to Buyers. Explain.
- Q.3** Digital is becoming the super highway that is connecting the world. What are the new challenges that it is throwing up for brands ?
- Q.4** Successful e-tailing generally follows the 6 E model. Identify each E.
- Q.5** Identify the six important metrics for search engine marketing.

Section B

- Q.6** Do you agree with the statement 'Online retail is on a learning curve'. Justify your view with the use of relevant examples from the current environment.
- Q.7** Social media is about networks and conversation. Explain why it is important for companies to start listening online.
- Q.8** E-tailers use analytics to read your mind. Discuss and explain relevance to their business.

Section C

Read the following article carefully.

"I know what you did last night" ..that's kind of the threat car-hire firm, Uber, is accused of making to politicians and journalists who oppose them. We talk a lot about big data, but have we considered how the meta data we're blissfully sharing might be used? Don't get me wrong, I love Uber, and Bangalore Hot 50 startup TaxiForSure and their ilk for untethering me from my car. I also think that they might be greener and nicer than other options in public transport deprived cities like Bangalore. But, they do have an awful lot of information about us...where you went, where you live, where you work – and they can predict job changes, alcoholism, affairs based on this data....Just as you can choose whether to have your internet usage tracked or not by setting cookies and privacy controls, you should be able to choose whether your personal data can be collected by such apps. Anonymized data would work just as well for their traffic optimization purposes. As a marketer however this data is really powerful to serve geolocation and personalized ads. Indian restaurant review startup Zomato recently got another pile of funding –imagine if they married their data with the taxi guys and starting ping you with take-away offers as soon as you reached your date's house? Nifty or creepy?

Discuss in detail: Is technology making us efficient marketers or is it infringing on our privacy and putting customers at risk.