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| **SESSION** | **JUL - AUG 2024** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **COURSE CODE & NAME** | **DRMM404 RETAIL MARKETING ENVIRONMENT** |
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**Assignment Set – 1**

**1. What is Social Marketing in retailing? Discuss the role, relevance and trends of retailing.**

**Ans 1.**

**Social Marketing in Retailing: Role, Relevance, and Trends**

Social marketing in retailing involves using marketing strategies to encourage behavioral change that benefits society while achieving the retailer's business objectives. It emphasizes social welfare, environmental sustainability, and ethical practices rather than focusing solely on profit. This approach enables retailers to foster stronger connections with socially-conscious consumers and align their business practices with societal values.

**Role of Social Marketing in Retailing**

Social marketing plays a crucial role in shaping a retailer's relationship with its customers and

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**2. Elaborate on the concept of consumer decision making. Explain various elements of the retail marketing mix. 4+6**

**Ans 2.**

**Consumer Decision-Making and the Retail Marketing Mix**

**Understanding Consumer Decision-Making**

Consumer decision-making refers to the process individuals go through when selecting products or services to fulfill their needs. This process typically consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Each stage is influenced by internal and external factors such as personal preferences, cultural values, peer recommendations, and marketing communications. Retailers play a pivotal role in influencing this process by addressing consumer needs at

**3. Discuss integrated digital marketing. Explain decision support system. 5+5**

**Ans 3.**

**Integrated Digital Marketing and Decision Support System**

Integrated digital marketing refers to a cohesive approach to online marketing where various digital channels and strategies are aligned to deliver a consistent message and achieve common goals. This approach ensures that all digital marketing efforts, such as email campaigns, social media, SEO, content marketing, and paid advertising, work together seamlessly rather than in isolation. By integrating multiple channels, businesses can create a

**Assignment Set – 2**

**4. Define what E-commerce is. Discuss the features and types of network marketing. 3+7**

**Ans 4.**

**E-commerce: Features and Types of Network Marketing**

**Defining E-commerce**

E-commerce, or electronic commerce, refers to the buying and selling of goods and services through electronic platforms, primarily the internet. It encompasses a wide range of activities, from online retail and digital marketplaces to mobile commerce and electronic transactions. E-commerce enables businesses to reach a global audience, operate 24/7, and streamline processes through automation.

**Features of E-commerce**

E-commerce is characterized by several key features that distinguish it from traditional retail.

**5. Discuss HTML and URL. Explain E-Payment system. 4+6**

**Ans 5.**

**HTML, URL, and E-Payment Systems**

**Understanding HTML**

HTML (Hypertext Markup Language) is the standard markup language used to create and design web pages. It provides the structural framework for content on the internet by defining the elements of a web page, such as headings, paragraphs, images, and links. HTML uses tags and attributes to specify how content should be displayed in a browser. For instance, the <h1> tag denotes a heading, while the <a> tag creates hyperlinks.

HTML is integral to the web development process as it determines the layout and

**6. What are the key differences between traditional marketing and e-marketing and analyse the role of E-commerce. 5+5**

**Ans 6.**

**Differences Between Traditional Marketing and E-Marketing and the Role of E-Commerce**

**Key Differences Between Traditional Marketing and E-Marketing**

Traditional marketing and e-marketing (electronic marketing) differ significantly in terms of their mediums, strategies, and audience engagement.

Traditional marketing refers to the use of offline channels such as print media, television, radio, and outdoor advertising to reach consumers. It relies on one-way communication,