

Retail Information System and E-Retailing SOLVED NOTES EBOOK CHAPTERWISE



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Short Description

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Description

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PREVIEW OF CHAPTERS SYLLABUS

Retail Information System and E-Retailing

Unit - I

Introduction – Purpose of Retail Information system – Steps in conducting Marketing Research – Tools for collecting data – Role of Technology in gathering data – Universal product code – Networking

Unit - II

Introduction to e- Retailing – Definition, Features and types – Forecasting E-Retailing, E-Commerce Business Models – B2C, M-Commerce – Privacy and Right to Information.

Unit - III

Intellectual Property Rights – E-Retailing Infrastructure – Building of E-commerce websites.

Unit - IV

E-commerce Payment system – Credit cards, e-cash, e- cheques, - Stored Value system – Accumulating balance systems – Electronic billings.

Unit - V

E-commerce Marketing – Online branding – Online Market research – E-commerce Marketing communication – Online advertising – Online promotions – Costs and benefits of online communication

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