



## **[Glossary]**

### **Ethics in Marketing and Contemporary Issues**

<b>Subject:</b>	Business Economics
<b>Course:</b>	B. A. (Hons.), 2 <sup>nd</sup> Semester, Undergraduate
<b>Paper No. &amp; Title:</b>	Paper – 204 Marketing Management
<b>Unit No. &amp; Title:</b>	Unit – 5 Contemporary Issues
<b>Lecture No. &amp; Title:</b>	Lecture – 2 Ethics in Marketing and Contemporary Issues

## **Glossary**

**Bottom of the pyramid** the bottom of the wealth pyramid or the income pyramid is the largest but poorest socio economic group.

**Brick and mortar stores** refer to a physical presence of an organization or business. The term is often used to refer to a company that possesses or leases retail stores, factory production facilities or ware houses for its operations.

**Click and portal stores** refers to only online presence of a retail store where products and services are bought through a website. Also called as e-tailer.

**Departmental store** a large retail store offering a wide range of goods in different product categories known as "departments".

**Digital wallet** is a software application, usually for a smart phone that serves as an electronic version of a physical wallet. Also known as e-wallet.

**E business** the use of electronic means and platform to conduct a company's business.

**Interactive marketing** is a one to one marketing process that reacts and change based on the actions of individual customers and prospects. It can take many forms, but search engine marketing is one of the most common. When customers type a query into a search engine, they are shown advertising based on their search terms.

**Odd pricing** refers to a pricing structure which relies on the assumption that consumers are calculation averse and will therefore only read the first digits of a price when making purchasing decision. For e.g., the price of Rs 99.95 looks more like Rs 99 and not like Rs 100.

**Online shopping** purchasing items from internet retailers as opposed to a shop or store.

**Supermarket** is a large form of the traditional grocery store, a self-service shop offering a wide variety of food and household products, organized into aisles.