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14MBAMM409

Fourth Semester MBA Degree Examination, Dec.2017/Jan.2018
E – Marketing

Time: 3 hrs.

Max. Marks:100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 State the features of E – marketing. (03 Marks)
- 2 State the importance of E – marketing plan. (03 Marks)
- 3 What are the components of E – marketing assisronment? (03 Marks)
- 4 What are the sources of data in E – marketing research? (03 Marks)
- 5 State the importance of online pricing. (03 Marks)
- 6 Who are the stakeholders in relationship marketing? (03 Marks)
- 7 What are the approaches to performance management? (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Differentiate between type of media used for E – marketing. (07 Marks)
- 2 Explain the social media performance metrics. (07 Marks)
- 3 What are the online customer acquisition strategies? (07 Marks)
- 4 Explain the role of CRM. (07 Marks)
- 5 State the importance of public relation. (07 Marks)
- 6 Explain the bases of segmentation. (07 Marks)
- 7 What are the different types of cyber crimes? (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Elucidate the post, present and future of E – marketing. (10 Marks)
- 2 Discuss the common E – business model. (10 Marks)
- 3 Explain the E – marketing strategies. (10 Marks)
- 4 Discuss the essential elements of digital property. (10 Marks)
- 5 Explain the various differentiation strategies used in E – marketing. (10 Marks)

- 6 Describe in detail various payment options available on online media. (10 Marks)
- 7 Write in detail about advantages of social media. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

If a company increases its visit on the website that doesn't result in increased sales, something is wrong says Mr. Kunal K, manager of jourupboards.com, the online arm of \$49 billion office – furniture maker steelforyou.com in USA. After launching the company's first website in 1995. Raphael watched site traffic double every year but the number of sales leads didn't double. Steelforyou.com learnt from the feedback that visitors to the site were frustrated by its design and felt that it is not enough to be purchase. Now steelforyou look at both revenue and cost savings to measure the ROI of its relaunched website. For example a salesperson at one company's 800 outlet might earn \$75,000 per year. If steel case looks at both revenue and cost saving to measure the ROI of its relaunched website. If steelforyou.com can provide information without getting a salesperson involved; it saves an hour of the salespersons time or about \$36. If we can save one hour of time for a dealer salesperson every week that adds up to million of dollars per year in people's time says Mr. Kunal K.

Questions :

- a. Do you agree with steel case that it is better for people to get product information outline than from a sales person? Why or why not. (10 Marks)
- b. Do you think it is good to redesign the website and thus easy for customers and visitors to buy their products and use their services? Explain your evaluation. (10 Marks)
