

CBCS SCHEME

USN

--	--	--	--	--	--	--	--	--	--	--	--

CMRIT LIBRARY
BANGALORE - 560 037

16MBAMM403

Fourth Semester MBA Degree Examination, June/July 2018

E - Marketing

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any FOUR full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.

- 1 a. Define E – Marketing. (02 Marks)
b. Explain in detail various sources of E - Marketing Research. (06 Marks)
c. Explain IMC Models with respect to marketing. (08 Marks)
- 2 a. What is marketing information system? (02 Marks)
b. Write a note on balanced score card. (06 Marks)
c. Discuss the 8 building blocks of CRM in details. (08 Marks)
- 3 a. What is M-commerce? (02 Marks)
b. Explain briefly the new product strategies adopted by E-marketing. (06 Marks)
c. Explain the classification of E-business model with diagram. (08 Marks)
- 4 a. What is NAPKIN plan? (02 Marks)
b. Mention the different factors affecting online pricing. (06 Marks)
c. Discuss the opportunity and challenges in online Governance. (08 Marks)
- 5 a. Define personal selling. (02 Marks)
b. Explain the E-Business model. (06 Marks)
c. Explain in detail the various pricing strategies in E-marketing. (08 Marks)
- 6 a. What is data mining? (02 Marks)
b. Describe the 7-steps involved in E-marketing plan. (06 Marks)
c. Explain the functions of distribution channel. (08 Marks)
- 7 a. What do you mean by “Digital Divide”? (02 Marks)
b. Describe some important criteria for internet domain naming? (06 Marks)
c. Discuss the internet advertising trends with reference to the paid media. (08 Marks)
- 8 Case Study (Compulsory) :

Marketing & Distribution of Mushroom

Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms.

Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production.

However, the first trial watch of mushrooms that they produced was bought by Star Hotel in Bangalore.

Further, the hotel placed orders for supply of 20 kgs everyday. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag.

Another big players M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in export market.

Sachin and Virag have set their sight high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Questions :

- a. Suggest suitable strategies that can be implemented in developing the business in E-marketing perspective. (08 Marks)
- b. Explain the challenges Sachin and Virag would face in their business in the near future. (08 Marks)