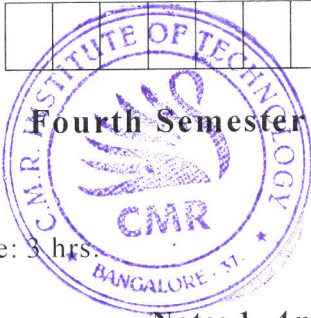


CBCS SCHEME

16MBAMM403

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Fourth Semester MBA Degree Examination, Dec.2018/Jan.2019 E - Marketing

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any Four questions from Q.No. 1 to Q.No. 7.
2. Question No. 8 is compulsory.**

- 1 a. What is E – Marketing? (02 Marks)
b. Briefly illustrate global E – Marketing issues. (06 Marks)
c. Explain the basis and variables of E – Marketing segmentation. (08 Marks)
- 2 a. What is Content sponsorship? Give example. (02 Marks)
b. Explain the seven steps involved in E – Marketing Plan. (06 Marks)
c. Explain in detail the building blocks for successful Customer Relationship Management. (08 Marks)
- 3 a. What is Data Mining? (02 Marks)
b. How do you create customer value online? Discuss. (06 Marks)
c. Explain the IMC model with reference to E - Marketing. (08 Marks)
- 4 a. What is Digital Property? (02 Marks)
b. What is Real space data collection? How is it important to E – Marketing? (06 Marks)
c. Discuss Internet Marketing trends in recent years. (08 Marks)
- 5 a. What is Data Warehouse? (02 Marks)
b. Discuss various factors affecting online pricing. (06 Marks)
c. Discuss the opportunity and challenges in online governance. (08 Marks)
- 6 a. Mention the payment options available for customers on E – Commerce websites. (02 Marks)
b. Write a note on Balance Score card. (06 Marks)
c. Explain the metrics under Social Media performance. (08 Marks)
- 7 a. What is Social Media Marketing? (02 Marks)
b. Describe distribution channel metrics. (06 Marks)
c. Assuming you as a social media manager for one plus 6 mobiles, discuss various social media strategies you would adopt to promote it. (08 Marks)

8 CASE STUDY :

1 mg is an E – Commerce health care company based in Gurgaon, Haryana. The Company was founded in 2012 by Prashant Tondan, Sameer Maheshwari , Gaurave Agarwal and Vikas Chawhan.

1 mg operates an online market place for medicine, besides facilitating medical appointments and diagnostic test booking.

Buying medicines online provides a lot to benefits to the consumers like heavy price discounts , medicine price comparison , comfort of shopping from home, medicines being shipped to remote places etc.

Inspite of all these advantages I mg has failed to grab attention in tier II and tier III cities.

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- a. You as a E – Marketing head suggest various strategies to promote I mg app using E – Marketing tools in tier II & III cities. (08 Marks)
- b. Discuss why is E – Marketing better than traditional marketing. (08 Marks)
