



# CBCS SCHEME

16/17MBAMM403

Fourth Semester MBA Degree Examination, June/July 2019

## E – Marketing

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any FOUR full questions from Q1 to Q7.  
2. Question No. 8 is compulsory.**

- 1 a. What is E-commerce? (02 Marks)  
b. What are the different ways of collecting web analytics? (06 marks)  
c. Explain the activity level E-business models. (08 Marks)
- 2 a. What is freemium? (02 marks)  
b. Explain the steps involved in primary research. (06 Marks)  
c. Elaborate on steps involved in developing an E-marketing plan. (08 Marks)
- 3 a. What is cyber squatting? (02 marks)  
b. What are some of the factors that put upward pressure on internet pricing? (06 marks)  
c. Describe the various types of rich media ads. (08 marks)
- 4 a. What is knowledge management? (02 marks)  
b. Explain the four perspectives of the balanced scorecard. (06 marks)  
c. What are the advantages and disadvantages of online survey research? (08 Marks)
- 5 a. What is RFM analysis? (02 Marks)  
b. Explain sales promotion activities used widely on the internet. (06 Marks)  
c. What are the benefits of E-marketing? (08 Marks)
- 6 a. What is psychographics? (02 marks)  
b. Define dynamic price and explain its types. (06 marks)  
c. What are the three major functions of a distribution channel? (08 Marks)
- 7 a. What is cloud computing? (02 marks)  
b. Explain the three pillars of relationship marketing. (06 marks)  
c. What is product differentiation? Discuss strategies to obtain differential advantage online. (08 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

## 8 CASE STUDY [Compulsory]

When Colgate discovered that 47% of the total population in India never visited a dentist they decided to launch a nationwide oral health awareness campaign—oral health month. The programme offered free in clinic dental checkups and to boost awareness Colgate launched the “spreading a million smiles” with a mobile campaign. Oral health month provided free dental checkups in over 1300 cities and towns all over India mobile vans were also used to cover remote areas.

Colgate India, used mobile advertising due to its popularity in India so as to raise awareness and encourage people to bring their families for local checkups.

A mobile number was promoted across mass-media touch points such as TV, print to provide information on the nearest free dental checkup centers.

In order to receive more information a consumer had to just give a missed call or send a text with a pincode to the mobile number. After giving a missed call the caller received a call back from Colgate Via an IVR system that requested that the caller take a “healthy month pledge” for their entire family. Colgate also set up geotargeted campaigns on Facebook. Hypertargeted ads appeared in the Facebook newsfeed of featured phone users. With the use of technology Colgate was able to spread smiles to 4.9 million people across the country.

Questions :

- a. What is IVR? Discuss benefits of using it in marketing. (08 Marks)
- b. Suggest other mobile advertising formats that could have been used by Colgate to spread a million smiles. (08 Marks)

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