

CMR Institute of Technology

MBA-IV Sem-E-Marketing Internal Assessment Test I

Key Answers for Internal Assessment Test I

April-2017

Part - A

(a) Define E-Marketing.

3 Marks

E-Marketing stands for electronic marketing, is also known as Internet marketing. In contrast to traditional marketing, E-Marketing takes marketing techniques and concepts, and applies them through the electronic medium of the internet. Essentially, E-marketing threads the technical and graphical aspects of online tools together, allowing for design, advertising, brand development, promotion and sales. Internet marketing offer the possibility to tracking almost every action a visitor or potential customer takes in response to marketing messages and how they navigate through their buying cycle. One of the most desirable aspects of Internet marketing is low barrier to entry.

(b) Describe the Performance Matric?

3 Marks

The performance metric is that which determines an organization's behavior and performance. Performance metrics measure an organization's activities and performance. It should support a range of stakeholder needs from customers, shareholders to employees. While traditionally many metrics are finance based, inwardly focusing on the performance of the organization, metrics may also focus on the performance against customer requirements and value. In project management, performance metrics are used to assess the health of the project and consist of the measuring of seven criteria: safety, time, cost, resources, scope, quality, and actions. In call centres, performance metrics help capture internal performance and can include productivity measurements and the quality of service provided by the customer service advisor. These metrics can include: Calls Answered, Calls Abandoned, Average Handle Time and Average Wait Time.

(c) Identify the E-Marketing environment

3 Marks

Environment refers to the surroundings, conditions and influences in which living organisms operate. In the similar way, organizational environment is a sum total of events circumstances and objects that influences the organization. Therefore, it is imperative to understand the influences that the environment has over the organization. This possible by going through the key features of the market environment. There are various environmental factors which directly influence the E-Marketing activities and decision-making ability of the online organization. These factors combine to form the e -Marketing environment. For example, the e-marketing

environment for an online retailer may include online market trends, new technologies, payment portals, competitors, web designing, etc., other than this, the company's internal environment also effect the marketing activities such as production system, finance, technology used, salesforce, etc.,

Part – B

2. (a) Explain Various methods of E-Marketing.

7 Marks

Digital Marketing Channels

Digital Marketing is facilitated by multiple channels, as an advertiser one's core objective is to find channels which result in maximum two way communication and a better overall ROI for the brand. There are multiple online marketing channels available namely;

1. Display advertising 2. Email marketing 3. Search marketing 4. Social Media 5. Social Networking 6. Game advertising 7. Online PR 8. Video advertising

(b) Explain the types of E-Marketing Plan.

7 Marks

Creating an e-marketing plan is a process through which the firm develops a blueprint for strategic direction. "The blueprint serves as a roadmap to guide the direction of the firm, to allocate resources, and make tough decisions at critical junctures." Napkin plan create a just-do-it, activity-based, bottom-up plan. The idea that many dot.com entrepreneurs were known to simply jot their ideas on a napkin over lunch or cocktails and then run off to find financing. This is also known as the just-do-it, activity-based, bottom-up plan

The Venture CapitalE-Marketing Plan is a more comprehensive plan for entrepreneurs seeking start-up capital. Start-up companies need financing. Some of it is debt financed through bank loans, though most of it is equity financed. A small part comes possibly from private funds (friends and family), angel investors, who invest hundreds of thousands of dollars, and venture capitalists (VCs) who invest millions of dollars. Venture capitalists look for a well-composed business plan and more importantly a good team to implement it. Every business needs a marketing plan to maximize its resources. The plan prepared by entrepreneurs for VCs shouldn't be longer than eight to then pages, and will contain enough data and logic to prove that the e-business idea is solid, and the entrepreneur has some idea of how to run a business.

(C) Demonstrate the common e-business models used in e-business

Business Model to E-business Models: Traditional business models such as Retailing, selling, advertising & auctions have been around ever since the first business set up shop. what makes an business model into e business model is the use of Information Technology.

E-business model is a method by which the organization sustains itself in the long term using I.T, which includes its value, proposition for partners & customers as well as its revenue streams. E-Business Models Classification

a. Activity Level E Business Models

b. Business Process Level E Business Models

c. Enterprise Level Business Model

Part – C

3. (a) Apply Various E-Marketing Strategies in strategy formulation

A managerial process to develop and maintain available fit between the organization and its changing market opportunities.

Process identifies firm's goals for

Growth

Competitive position

Geographic scope

Other objectives, such as industry, products, etc. The e-marketing plan flows from the organization's overall goals and strategies. The ESP framework illustrates the relationships among environment, strategy, and performance. A SWOT analysis of the business environment (E) leads to the development of strategy (S) and the measurement of performance (P).

b) Illustrate the strategic drivers of the internet economy in detail

Strategic Drivers of the Internet Economy

1. Information provides the greatest value added.
2. Distance no longer matters.
3. Speed is of the essence.
4. People are the key assets.
5. Growth rates are accelerated by the network.
6. Value in a network rises exponentially with market share.

7. Market power is determined by skill in managing information.
8. Marketplace power has shifted in the direction of customers.
9. The Internet makes it possible to deal with customers on a one-to-one basis.
10. The era of instant gratification is here. Business

Part D

1) Explain in detail the Process of E-Marketing Planning 10 Marks

Seven-Step E-Marketing Plan

1. Situation analysis
2. E-Marketing strategic planning
3. Objectives
4. E-Marketing strategy
5. Implementation plan
6. Budget
7. Evaluation plan

(c) Examine in detail about various components of E-Marketing environment 7 Marks

COMPONENTS OF THE MARKETING ENVIRONMENT:

(1) Internal Environment:

It mainly depends upon the forces and actors inside the firm that affect the marketing operation. It composed of internal stakeholders and the other functional areas with the business organization.

(2) External Environment:

It consists of

(a) Macro Environment influenced by broad forces which shape the character of opportunities and threats.

(b) Micro Environment which is nothing but the immediate environment of the business firm, whose elements have a direct effects on the execution of the processes inside the firm.

Internet Micro Environment

- 1) Marketplace a) Bargaining power of customer b) Bargaining power of suppliers
- c) Threats of Substitute d) Barriers to Entry e) Competition

- 2) Customers
- 3) Online Buying Behavior
- 4) Competitors
- 5) Suppliers,
- 6) Intermediaries Internet Macro-Environment 1) Social Factors 2) Legal and Ethical Factors 3) Technological Factors 4) Economics Factors 5) Political Factors

Part-D

1) Explain the types of Cyber Crime related to E-Marketing (5 Marks)

Cyber Crime Crime committed using a computer and the internet to steal data or information.

Illegal imports.

Malicious programs.

Types of cyber crime

- Hacking
- Denial of service attack
- Virus Dissemination
- Computer Vandalism
- Cyber Terrorism
- Software Piracy Cyber Security –
- Internet security is a branch of computer security specifically related to the Internet.

It's objective is to establish rules and measure to use against attacks over the Internet.

Advantages of cyber security

- Defend us from critical attacks.
- Browse the safe website. Internet security process all the incoming and outgoing data on our computer