Sub:	E-Marketing					Code:	16MBAMM403
Date:	10/05/18	Duration:	90 mins	Max Marks:	40	Sem: IV	Branch: MBA

		Marks	OBE	
			CO	RBT
Part A - Answer Any Two Full Questions (16*02=32 Marks)				
1 (a)	Define: E-Marketing	[02]	CO1	L1
(b)	Analyse how e-marketing has shifted control from the company to the customer	[06]	CO2	L4
(c)	Compare and Analyze: Landscape – Past – Today – Future – Internet Marketing	[08]	CO2	L5
2 (a)	Define: e-business	[02]	CO1	L1
(b)	Differentiate between e-business, e-marketing, e-commerce, & mobile commerce	[06]	CO1	L2
(c)	Describe the important internet properties that affect marketing	[08]	CO2	L2
3 (a)	What is Performance Metrics?	[02]	CO2	L1
(b)	Demonstrate the common e-business models used in e-business	[06]	CO2	L3
(c)	Illustrate the components of performance metrics with examples	[08]	CO2	L3
	Part B - Compulsory (02*04=08 marks)			
4	The 'Big Billion Day' of Flipkart which was launched on October 6, 2014. It highlights the problems that occurred on the day of the sale and their adverse impact on the customers and reputation of the company. Flipkart was set up by two software engineers from IIT, Delhi in 2007. It sold many items under various categories like apparels, appliances, books etc. October being the festival season in India the big e-commerce companies was looking to get buyers through various attractive discounts and offers. Flipkart too declared a sale on October 6, 2014. The company spent a large amount of money on its ad campaigns, installing servers to handle traffic and deploying staff for processing the orders and delivering the goods. Unfortunately for them, things did not turn out quite as they expected, Flipkart's server crashed. Items went out of stock and the prices of items changed during the sale. Buyers were outraged and took to the social media to express their views. Manufacturing too accused company of selling goods below the selling price. To protect the image of their company Flipkart's founders sent out apology letter to buyer regretting the inconvenience they had caused and assuring them that they would deliver better service in the future. Despite all ht hue and cry Flipkart witnessed a mega sale of $ 100 million in just 10 hours.			
(a)	Discuss the sales strategies adopted by e-commerce companies in detail.	[04]	CO3	L2

(b) What do you think Flipkart did wrong? [04] CO3 L1

Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1:	Recognize appropriate e-marketing objectives	1a, 2a,	2b							
CO2:	Appreciate the e-commerce framework and technology		1c, 3c	2c			1b, 3a, 3b			
CO3:	Illustrate the use of search engine marketing, online advertising and marketing strategies						4a, 4b			

| Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.

PO1 - *Knowledge application;* PO2 - *Analytical and logical thinking;* PO3 - *Team work;* PO4 - *Leadership;* PO5 - *life-long learning;* PO6 - *Analyze and practice aspects of business;* PO7- *Personal and Societal growth*;

ANSWER KEY:
PART A

1 (A) **E-marketing** is the *use of information technology* for the marketing activity, and the processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
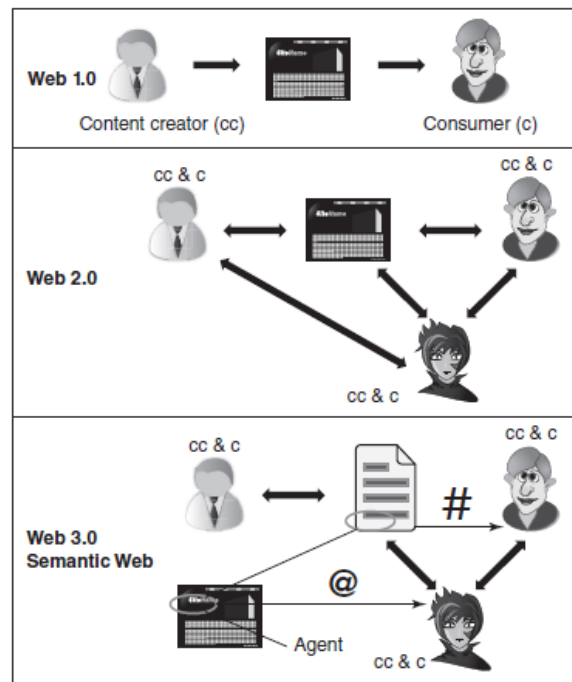
1 (b)
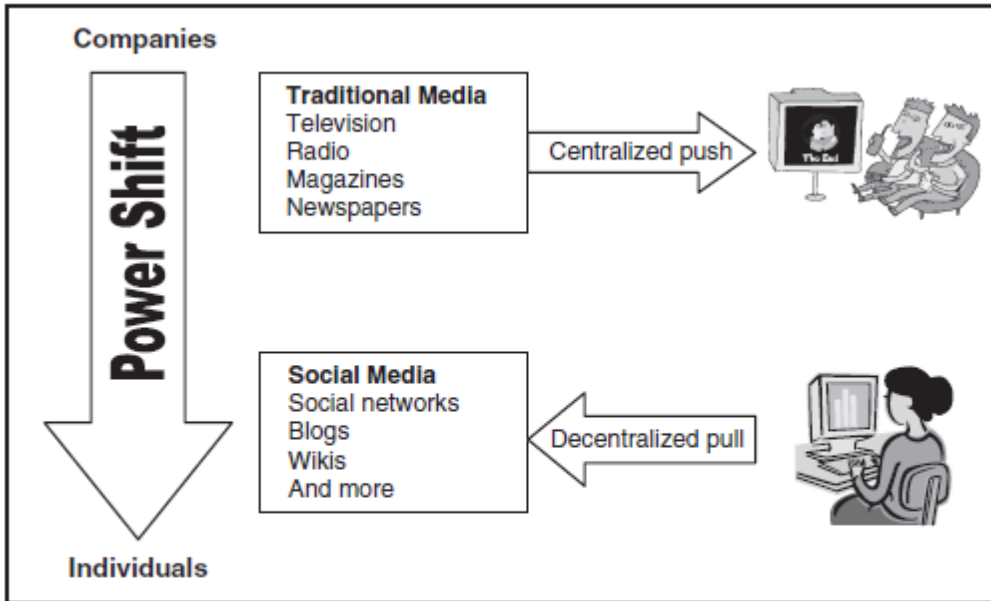
EXHIBIT 1.6 Power Shift from Companies to Individuals   *Source:* Based on Dion Hinchcliffe's ideas (web2.socialcomputingmagazine.com).

1 (c)

E-Marketing Landscape E-Marketing's Past: Web 1.0 E-Marketing Today: Web 2.0 The Future: Web 3.0	

2 (a) **E-business** is the optimization of a company's business activities using digital technology.

2 (b)

e-business	e-marketing	e-commerce	mobile commerce
E-business is the optimization of a company's business activities using digital technology	**E-marketing** is the *use of information technology* for the marketing activity, and the processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.	**E-commerce** is the subset of e-business focused on transactions that include buying/selling online, digital value creation, virtual marketplaces and storefronts, and new distribution channel intermediaries.	Mobile commerce (M-commerce) and social commerce are subsets of e-commerce

2 (c)

Property	Marketing Implications
Bits, not Atoms	Information, products, and communication in digital form can be stored, sent, and received nearly instantaneously. Text, audio, video, graphics, and photos can all be digitized, but digital products cannot be touched, tasted, or smelled.
Mediating Technology	Peer-to-peer relationships, such as auctions, social networks, and business partnerships, can be formed regardless of geographic location. Technology allows timely communication and data sharing, as with businesses in a supply chain.
Global Reach	Opens new markets and allows for worldwide partnerships, employee collaboration, and salesperson telecommuting.
Network Externality	Businesses can reach more of their markets with automated communication, and consumers can disseminate brand opinions worldwide in an instant.
Time Moderator	Consumers hold higher expectations about communication with companies and faster work processes within companies.
Information Equalizer	Companies employ mass customization of communication, and consumers have more access to product information and pricing.
Scalable Capacity	Companies pay for only as much data storage or server space as needed for profitable operations and can store huge amounts of data.
Open Standard	Companies can access each other's databases for establishing a smooth supply chain and customer relationship management, which connects both large and small firms.
Market Deconstruction	Many distribution channel functions are performed by nontraditional firms (e.g., Edmunds.com and online travel agents) and new industries emerged (e.g., internet service providers).
Task Automation	Self-service online lowers costs and makes automated transactions, payment, and fulfillment possible.

3 (a)

Performance metrics are specific measures designed to evaluate the effectiveness and efficiency of the e-business and e-marketing operations.

3 (b)

Activity Level	Business Process Level	Enterprise Level

1. Order processing
2. Online purchasing
3. E-mail
4. Content publishing
5. Business intelligence (BI)
6. Online advertising and public relations (PR)
7. Online sales promotions
8. Dynamic pricing strategies online
9. Social media communication
10. Search marketing.
	1. Customer relationship management (CRM) and Social CRM
	2. Knowledge management (KM)
	3. Supply chain management (SCM)
	4. Community building online
	5. Database marketing
	6. Enterprise resource planning (ERP)
	7. Mass customization
	8. Crowdsourcing
	9. Freemium
		1. E-commerce, social commerce, direct selling, content sponsorship
		2. Portal
		3. Social networking
		4. Broker models
		  • Online exchange, hub
		  • Online auction
		5. Agent models
		  • Manufacturer's/selling agents
		  • Shopping agent
		  • Reverse auction

3 (c)
- Web analytics
- The Balanced Scorecard
    - o Metrics for the Customer Perspective
    - o Metrics for the Internal Perspective
    - o Metrics for the Learning and Growth Perspective
    - o Metrics for the Financial Perspective
- Social Media Performance Metrics

Part B
- 4 (a) Answer to the case study questions will vary according to the perception of the student or candidate. However, the answers which they present should be justified with the relevant illustrations.