

Sub:	E-Marketing					Code:	14MBAMM409		
Date:	21/06/2017	Duration:	90 mins	Max Marks:	50	Sem:	IV	Branch:	MBA

		Marks	OBE	
			CO	RBT
Part A - Write short notes on any two (3*2=6 Marks)				
1 (a)	Describe Relationship Marketing.	[03]	CO1	L1
	(b) Discuss any three role of CRM?	[03]	CO2	L2
	(c) Identify the difference between Privacy and Security	[03]	CO1	L1
Part B - Answer any two (2*7=14)				
2 (a)	Explain briefly about the performance metrics used for measuring web marketing	[07]	CO2	L5
	(b) Discuss the meaning of Mobile Marketing and its elements	[07]	CO1	L2
	(c) Examine the major sources that provide input to the organization for customer Acquisition	[07]	CO3	L3
Part C - Answer any two (2*10= 20 marks)				
3 (a)	Illustrate the different building blocks of CRM in Detail	[10]	CO3	L3
	(b) Examine the strategies for Online Customer Retention	[10]	CO2	L3
	(c) Illustrate the stakeholders in relationship marketing	[10]	CO1	L3
Part D - Compulsory (2*5=10 marks)				
4 (a)	Explain the browsing behavior model in detail			
	(b) Case Study (Compulsory)	[05]	CO1	L4
	Google 's Pricing Strategy	[05]	CO3	L4
<p>Google contended that it had zeroed in on the perfect ad pricing model,” Cost per Action”. It was testing this model in its AdWords product. The widely used “Cost per Click:” model had been prone to click frauds with Google itself bearing the burnt. If a company of Google’s stature goes ahead and adopts this new ad pricing model, it would definitely change the dynamics of the online ad industry.</p> <p>On August 22, 2007, Marissa Mayer(Mayer), who leads the product management efforts on Google Inc., ‘s (Google) search products, said that the company’s quest for the perfect ad pricing model ended with the “cost per Action” (CPA) model. She likened the CPA model, which Google was testing in its flagship advertising product, AdWords, to “the Holy Grail”.</p> <p>In the CPA pricing model, instead of paying for clicks or impressions, advertisers can choose to pay for a specific action or conversion, i.e., when a user makes a purchase, sign up for a newsletter, or downloads software, etc., google had been testing this new pricing model in Adwords since the early 2007.</p>				

Question:

- 1) Critically analyses Google’s “Cost per Action” (CPA) model
- 2) Discuss the pros and cons of using a CPA ad pricing model as compared to other ad pricing models?

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Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1:	To understand the important concepts related to e-marketing									
CO2:	To learn the use of different electronic media for constructing marketing activities.									
CO3:	To introduce to the students the current tools in e-marketing space.									
CO4:										
CO5:										
CO6:										

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 - *Engineering knowledge*; PO2 - *Problem analysis*; PO3 - *Design/development of solutions*; PO4 - *Conduct investigations of complex problems*; PO5 - *Modern tool usage*; PO6 - *The Engineer and society*; PO7- *Environment and sustainability*; PO8 - *Ethics*; PO9 - *Individual and team work*; PO10 - *Communication*; PO11 - *Project management and finance*; PO12 - *Life-long learning*