

Sub:	E-Marketing					Code:	16MBAMM403		
Date:	06/07/18	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) What is sweet spot?	[02]	CO1	L1
	(b) Explain the 5 Levels of Brand Relationship Intensity.	[06]	CO2	L4
	(c) Examine the Internet Advertising Formats and Types.	[08]	CO2	L3
2	(a) Define: Direct Marketing	[02]	CO1	L1
	(b) Elaborate the various types of pricing strategies.	[06]	CO3	L4
	(c) Discuss the seller view on online pricing with examples.	[08]	CO3	L2
3	(a) List out the earned media metric examples.	[02]	CO3	L1
	(b) Explain the social media strategies and tactics.	[06]	CO2	L4
	(c) Discuss eight building blocks of CRM in detail.	[08]	CO2	L2
Part B - Compulsory (01*08=08 marks)				
4	DisabledGo is an information provider for disabled people in the UK and Ireland. They provide information on 120,000+ places to go that are accessible (i.e. bars, parks, cafes, museums, etc). Agency51 was tasked with helping DisabledGo execute an SEO migration strategy from an old platform to a new platform. The goal was to help DisabledGo acquire new customers while still retaining old ones. They made sure that the move was as smooth as possible from an SEO point of view. For example, they implemented 301 redirects from old URLs to new ones across various forms of content. 301 redirects are ways to send readers and search engines to a different URL than the one that was requested by the server. This is a way to redirect users to a new page while still keeping 90-99% of the ranking power in search. They also transferred meta data (titles, descriptions, and tags) to the new site, set up Google webmaster tools, and set up a new sitemap. The main goal of the project was to keep the site's SEO alive throughout the migration, ensure that readers could still follow all the calls to action and navigate the site, and ultimately boost the number of new leads. Agency51 helped DisabledGo boost their visitor numbers by 21% year over year. Because of the URL restructuring on the new platform, DisabledGo was able to rank higher than their competitors for keywords and phrases in their niche.			
	(a) Recommend your strategies to DisabledGo.	[08]	CO3	L4

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

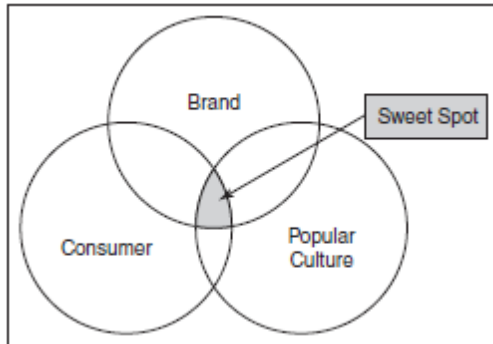
Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, 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)



(b)

- **Advocacy**—customers tell others about their favorite brands, both online and offline.
- **Community**—customers in communities, such as Facebook, communicate about brands with each other.
- **Connection**—customers communicate with the company between purchase events.
- **Identity**—customers proudly display the brand name of products they use.
- **Awareness**—consumers include the brand in their list of possible purchases.

(c) Paid Media Formats

- Display Ads
- Rich Media Ads
- Contextual Advertising
- E-Mail Advertising
- Text Link Ads
- Sponsored Content
- Classified Ads
- Social Media Advertising
- Paid Media in Online Videos

2. (a) Direct marketing is an interactive process of addressable communication that uses one or more . . . media to effect, at any location, a measurable sale, lead, retail purchase, or charitable donation, with this activity analyzed on a database for the development of ongoing mutually beneficial relationships between marketers and customers, prospects, or donors

(b) Pricing Strategies

- Fixed Pricing
 - price leadership,
 - promotional pricing, and
 - freemium pricing
- Dynamic Pricing
 - segmented pricing
 - price negotiation
- Barter Pricing

(c) Seller view on online pricing

- **Internal Factors:**
 - Marketing Mix Strategy
 - Information Technology Affects Costs

- The Internet Puts Upward Pressure on Prices
- The Internet Puts Downward Pressure on Prices
- **External Factors Affecting Online Pricing**
 - Market Structure
 - Market Efficiency

3. a)

- Individual engagement
- Social engagement
- Growth of followers (Twitter), fans, friends
- RSS subscribers
- Media attention/press coverage/buzz
- Traffic (link-backs from newsfeed items or status updates to brand pages)
- Search equity from links to a brand site sent by users into a social environment (status update, blog post, comment)

(b)

	Hierarchy Stage	Social Media Strategy	
	Strategic	awareness	Raise brand awareness
		attitude	Improve favorable perception of a brand/product/service
		behavior	Increase customer acquisition
		behavior	Maintain customer loyalty
		attitude	Create user advocacy and/or advocates
			Gather nonscientific/informal research
			Develop new target market insights
		awareness	Develop/create word-of-mouth and viral opportunities
		awareness	Create buzz on branded experience
		awareness	Build incremental reach
		behavior	Increase marketing ROI
		awareness	Increase consumer conversation about brand
		behavior	Drive qualified registrations (newsletter, contests, etc.)
		Tactical	awareness
		behavior	Drive site traffic
		behavior	Increase sales

(c) Discuss eight building blocks of CRM in details

- Vision
- Strategy
- Customer experience
- Organizational collaboration
- Process
- Information
- Technology
- Metrics

Part B

4. (a) Open ended answer. However, the answers which they present should be justified with the relevant illustrations.