

Internal Assessment Test - I

Sub:	E-Marketing						Code:	17MBA MM403	
Date:	20/03/2019	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) 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
3	(a) What is a napkin plan? Give some real-life examples of such plans.	[02]	CO2	L1
	(b) Discuss: E-Marketing Contributes to the E-Business Model	[06]	CO1	L2
	(c) Explain: A Seven Step e-Marketing Plan	[08]	CO1	L4
Part B - Compulsory (02*04=08 marks)				
4	<p>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.</p> <p>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.</p>			
	(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,	3b, 3c							
CO2:	Appreciate the e-commerce framework and technology	3a	1c, 2c				1b, 2a, 2b			
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)

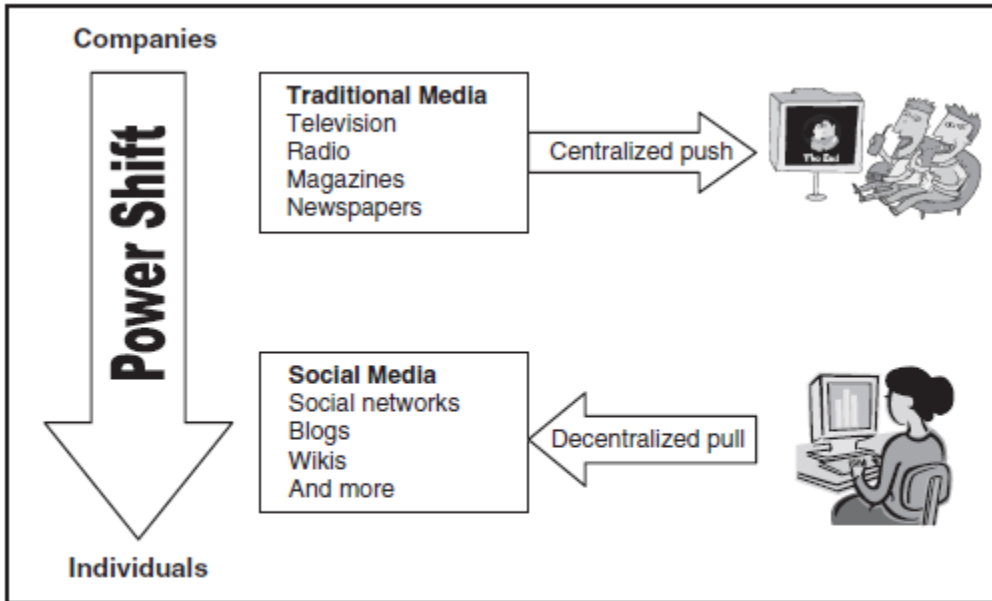
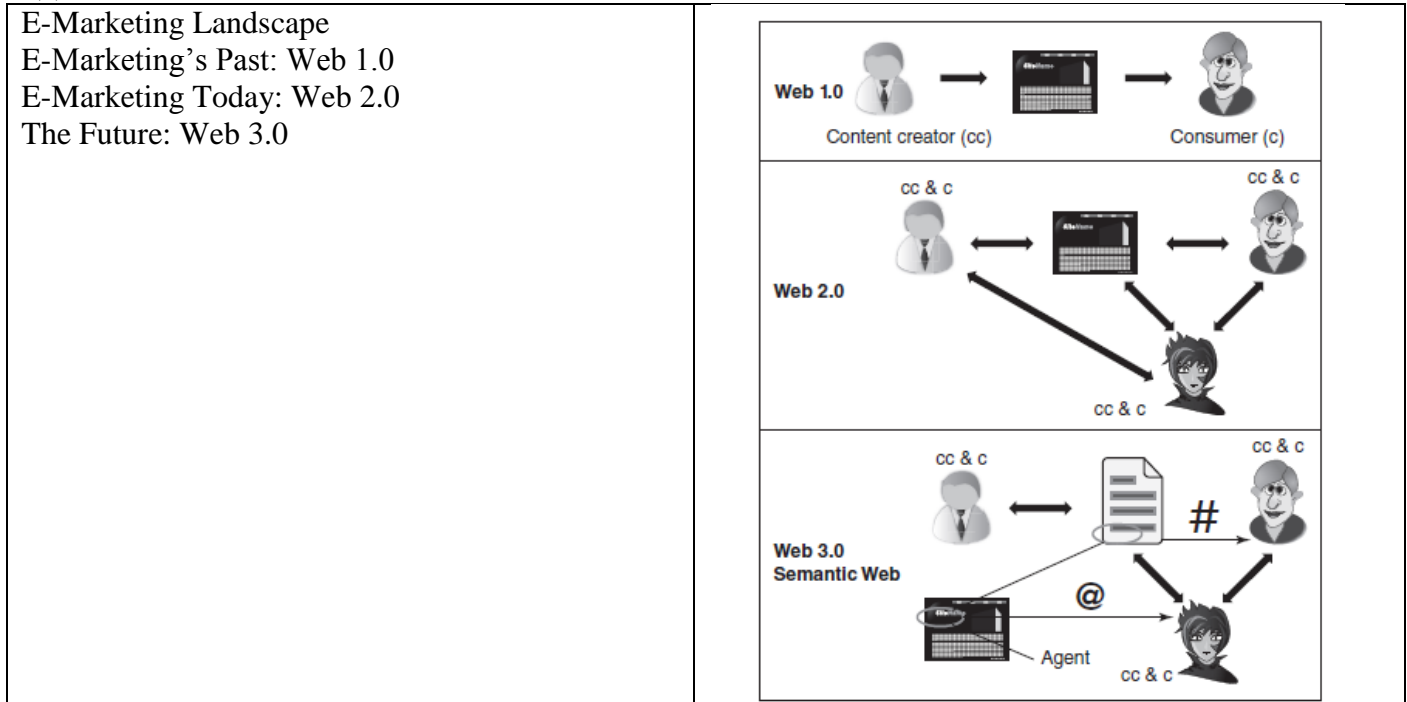


EXHIBIT 1.6 Power Shift from Companies to Individuals Source: Based on Dion Hinchcliffe's ideas (web2.socialcomputingmagazine.com).

1 (c)



2 (a) **Performance metrics** are specific measures designed to evaluate the effectiveness and efficiency of the e-business and e-marketing operations

2 (b)

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

2 (c)

- Web analytics
- The Balanced Scorecard
 - Metrics for the Customer Perspective
 - Metrics for the Internal Perspective
 - Metrics for the Learning and Growth Perspective
 - Metrics for the Financial Perspective
- Social Media Performance Metrics

3 (a) In what one marketer calls the *napkin plan*, many entrepreneurs simply jot their ideas on a napkin over lunch or cocktails and then run off to find financing

3 (b)

<p>E-Marketing Increases Benefits</p> <ul style="list-style-type: none"> • Online mass customization (different products and messages to different stakeholders) • Personalization (giving stakeholders relevant information) • 24/7 convenience • Self-service ordering and tracking • One-stop shopping • Learning, engaging, and communicating with customers on social networking sites <p>E-Marketing Decreases Costs</p> <ul style="list-style-type: none"> • Low-cost distribution of communication messages (e.g., e-mail) • Low-cost distribution channel for digital products • Lowers costs for transaction processing • Lowers costs for knowledge acquisition (e.g., research and customer feedback) • Creates efficiencies in supply chain (through communication and inventory optimization) • Decreases the cost of customer service <p>E-Marketing Increases Revenues</p> <ul style="list-style-type: none"> • Online transaction revenues such as product, information, advertising, and subscription fees; or commission/fee on a transaction or referral • Adds value to products/services and increase prices (e.g., online FAQ and customer support) • Increases customer base by reaching out to new markets • Builds customer relationships and, thus, increases current customer spending (share of wallet)

3 (c)

Step	Tasks
1. Situation analysis	Review the firm's environmental and SWOT analyses. Review the existing marketing plan and any other information that can be obtained about the company and its brands. Review the firm's e-business objectives, strategies, and performance metrics.
2. E-marketing strategic planning	Determine the fit between the organization and its strategic planning changing market opportunities. Perform marketing opportunity analysis, demand and supply analyses, and segment analysis. Tier 1 Strategies <ul style="list-style-type: none"> • Segmentation • Targeting • Differentiation • Positioning
3. Objectives	Identify general goals flowing from e-business strategy.
4. E-marketing strategy	Identify revenue streams suggested by e-business models. Tier 2 Strategies Design the basic offer, value, distribution, communication, and market/partner relationship management strategies to create a competitive edge. Modify objectives as warranted.
5. Implementation plan	Design e-marketing mix tactics: <ul style="list-style-type: none"> • Product/service offering • Pricing/valuation • Distribution/supply chain • Integrated communication mix Design relationship management tactics. Design information gathering tactics. Design organizational structures for implementing the plan.
6. Budget	Forecast revenues. Evaluate costs to reach goals.
7. Evaluation plan	Identify appropriate 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.