Sub:	E-Marketing					Code:	17MBAMM403
Date:	20/04/19	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)	List out any four importance of Information Technology.		[02]	CO1	L1
(b)	Illustrate: Data to Decision in e-marketing.		[06]	CO1	L1
(c)	Explain how technological readiness influencing e-marketing strategies.		[08]	CO1	L5
2 (a)	What is Digital Divide?		[02]	CO1	L1
(b)	Illustrate the Digital Properties in E-Marketing		[06]	CO1	L3
(c)	Summarize the Country and Market Opportunity Analysis in E-Marketing		[08]	CO2	L5
3 (a)	Define: Data Driven Strategy		[02]	CO1	L1
(b)	Explain the typical Research problems for E-Marketers?		[06]	CO3	L1
(c)	Analyze: Technology Enabled Approaches and Real Space Approaches		[08]	CO2	L4
4	**Part B - Compulsory (02*04=08 marks)**				

4   Nokia N8 in Social Media

Amidst several other mobile handset launches, it was observed that, when it came to handsets, most campaigns were centric to the form factor and social networking apps. The idea was to cultivate mobile photography as a proposition amongst travel, photo enthusiasts, young explorers and position Nokia N8 as the choice. It did not aim to just establish N8 as an alternative, but the device for picture taking. Aim was to build anticipation and tempt active picture takers, heavy flickers users and travel enthuaiasts to explore the N8 for mobile photography and videos. Generate positive word of mouth and referrals for the N8 as an imaging device.

The idea was to have explorers (mobile, travel, photo bloggers) divided in multiple groups not on a fun field trip in three cities. Their task was to capture the essence of their city using the N8, by clicking pictures, capturing videos and sharing them, planned in 3 cities Bangalore, Mumbai, Delhi. The teas were split based on each city. They were asked to explore city and click pictures based on the theme and twitpics and upload on twitter. The teams with most number of Twitpics and Retweets were to be named winners. Campaign generated good response as an out of box idea, platform to explore photography skills. Nokia N8 Mystery tour was conceptualized wherein some of leading bloggers on twitter were selected to undertake this activity. Bloggers credited the picture taken using N8, talked about their experience. The campaign generated buzz and the same

was shared with several markets globally by Nokia 7000+ Tweets, 1000+ Retweets, 2000 twitpics were the result. Winner each day was selected on the basis of correct and consisitent answers to clues left by the explorer. Responses were generated from consumers who have appreciated the Nokia N8's picture and videos quality uploaded by explorer. Over 10000 conversations were generated on N8 and its features as a camera device. The Nokia N8 generated over 8000 referrals from bloggers and consumers as a result of the campaigns.

(a)	Explain the strategy used for campaign.	[04]	CO3	L4
(b)	What is the role of social media in E-Marketing? And future of E-Marketer?	[04]	CO3	L1

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)** Technology can increase a nation's overall **production capacity and efficiency**.

The Internet accelerates the process of economic growth through **diffusion of new technologies**.

E-marketers in emerging economies must meet marketing issues and unique **challenges** related to the **conditions** of operating within a still developing nation.

Information technology opens up **new, exciting, global** markets

(b)
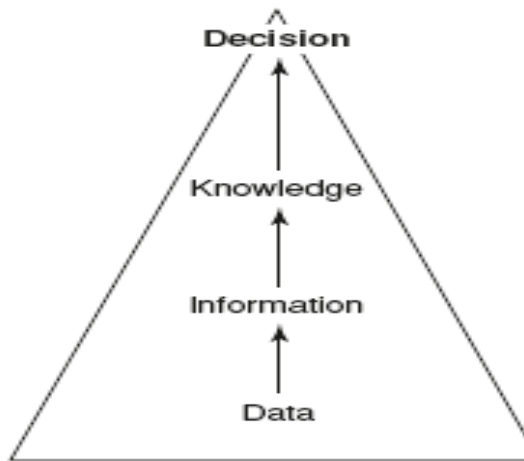
(c)

Technological Readiness Influences Marketing

E-marketers must deal with scary issues of basic technology:

1. Limited access to and use of computers and telephones
2. High Internet connection costs
3. Slow Internet connections speeds
4. Unpredictable power supplies
5. WIRELESS INTERNET ACCESS

2 **(a) Digital divide**: Is that between **countries** and between different **groups** of people within countries, there is a wide division between those who have real access to information and communications technology and are using it effectively, and those who don't"

(b) Digital Property

Copyright

Trademarks

Patents

Licenses

Trade Secrets

Data Ownership

(c) Marketers in emerging economies must find **market similarities** in order to be successful in selling products

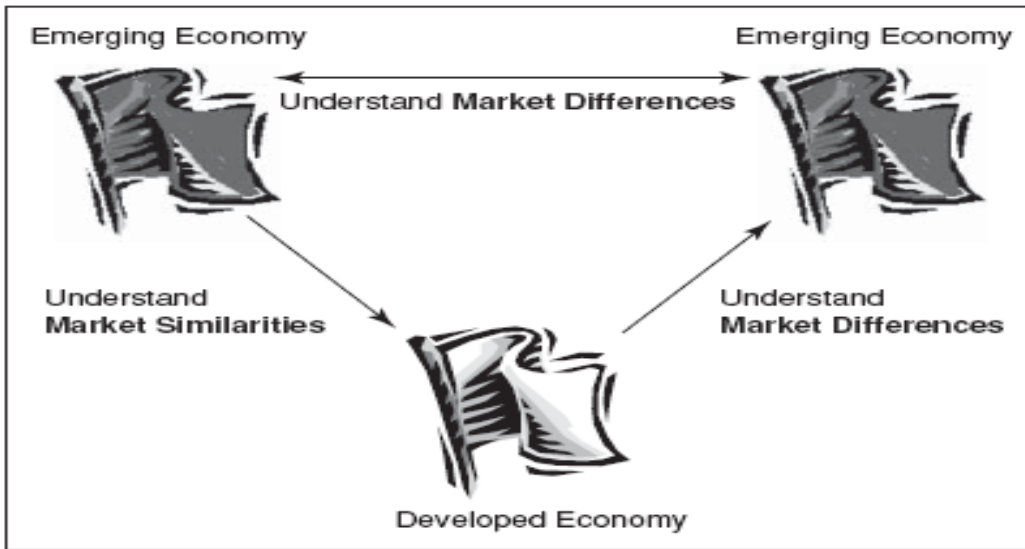**Market differences** are ways in which two markets exhibit **dissimilar characteristics**.

EXHIBIT 4.3 Market Approaches Between Emerging and Developed Economies

3. a) Data driven means it makes strategic decisions based on data analysis and interpretation. A data-driven approach enables companies to examine and organise their data with the goal of better serving their customers and consumers. By using data to drive its actions, an organisation can contextualise and/or personalise its messaging to its prospects and customers for a more customer-centric approach.
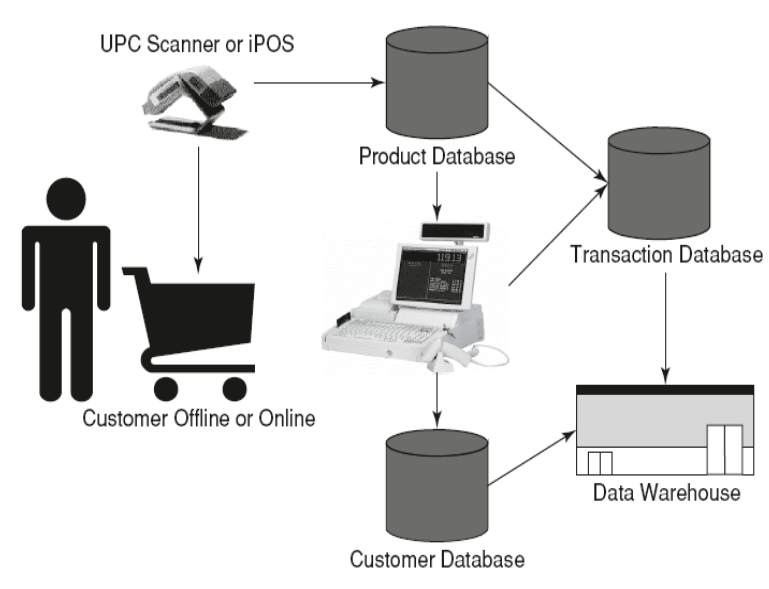
(b)

Online Retailers	Web and Social Media Sites
Improve online merchandising	Pages viewed most often
Forecast product demand	Increase customer engagement
Test new products	Increase number of comments posted to a blog
Test various price points	Path users take through the site
Test co-branding and partnership effectiveness	Site visit overall satisfaction efficient?
Measure affiliate program effectiveness	Social media conversation sentiment
Customers and Prospects	**Marketing Communication**
Identify new market segments	Test social network application
Measure loyalty among registered users	Test new promotions
Profile current customers	Optimize site usability and revenue
Test site-customization techniques	Measure display ad clickthrough

(c) **Technology-Enabled Approaches**
- Client-side Data Collection
- Server-side Data Collection

Real-Space Approaches

UPC Scanner or iPOS

Product Database

Transaction Database

Customer Offline or Online

Data Warehouse

Customer Database

Part B

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