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16MBAMM403

Fourth Semester MBA Degree Examination, Dec.2018/Jan.2019
E - Marketing

Time: 3 hrs.

Max. Marks:80

Note: 1. *Answer any Four questions from Q.No. 1 to Q.No. 7.*
2. *Question No. 8 is compulsory.*

1   a. What is E – Marketing? **(02 Marks)**
    b. Briefly illustrate global E – Marketing issues. **(06 Marks)**
    c. Explain the basis and variables of E – Marketing segmentation. **(08 Marks)**

2   a. What is Content sponsorship? Give example. **(02 Marks)**
    b. Explain the seven steps involved in E – Marketing Plan. **(06 Marks)**
    c. Explain in detail the building blocks for successful Customer Relationship Management. **(08 Marks)**

3   a. What is Data Mining? **(02 Marks)**
    b. How do you create customer value online? Discuss. **(06 Marks)**
    c. Explain the IMC model with reference to E - Marketing. **(08 Marks)**

4   a. What is Digital Property? **(02 Marks)**
    b. What is Real space data collection? How is it important to E – Marketing? **(06 Marks)**
    c. Discuss Internet Marketing trends in recent years. **(08 Marks)**

5   a. What is Data Warehouse? **(02 Marks)**
    b. Discuss various factors affecting online pricing. **(06 Marks)**
    c. Discuss the opportunity and challenges in online governance. **(08 Marks)**

6   a. Mention the payment options available for customers on E – Commerce websites. **(02 Marks)**
    b. Write a note on Balance Score card. **(06 Marks)**
    c. Explain the metrics under Social Media performance. **(08 Marks)**

7   a. What is Social Media Marketing? **(02 Marks)**
    b. Describe distribution channel metrics. **(06 Marks)**
    c. Assuming you as a social media manager for one plus 6 mobiles, discuss various social media strategies you would adopt to promote it. **(08 Marks)**

8   **CASE STUDY :**

1 mg is an E – Commerce health care company based in Gurgaon, Haryana. The Company was founded in 2012 by Prashant Tondan, Sameer Maheshwari , Gaurave Agarwal and Vikas Chawhan.

1 mg operates an online market place for medicine, besides facilitating medical appointments and diagnostic test booking.

Buying medicines online provides a lot to benefits to the consumers like heavy price discounts , medicine price comparison , comfort of shopping from home, medicines being shipped to remote places etc.

Inspite of all these advantages 1 mg has failed to grab attention in tier II and tier III cities.

a. You as a E – Marketing head suggest various strategies to promote 1 mg app using E – Marketing tools in tier II & III cities. **(08 Marks)**

b. Discuss why is E – Marketing better than traditional marketing. **(08 Marks)**

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