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14MBAMM409

**Fourth Semester MBA Degree Examination, June/July 2016**

**E – Marketing**

Time: 3 hrs.

Max. Marks: 100

**SECTION - A**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Define E – Marketing. (03 Marks)
- 2 What is Diaspora community? (03 Marks)
- 3 What is Marketing Information System (MIS)? (03 Marks)
- 4 What is co-branding in context of E – Marketing? (03 Marks)
- 5 What is mobile wallet? (03 Marks)
- 6 What is M-Commerce? (03 Marks)
- 7 What is A/B testing? (03 Marks)

**SECTION - B**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Explain in detail various sources of E-Marketing research. (07 Marks)
- 2 Write a note on balance score card. (07 Marks)
- 3 Explain the different online differentiation strategy. (07 Marks)
- 4 Explain briefly the New product strategies adopted by E-Marketer. (07 Marks)
- 5 Mention the different factors affecting online pricing. (07 Marks)
- 6 Explain the E-Business models. (07 Marks)
- 7 Discuss the various online intermediary models of distribution on internet. (07 Marks)

**SECTION - C**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Discuss the various global E-Marketing issues. (10 Marks)
- 2 Explain the different bases and variables of E-Marketing segmentation. (10 Marks)
- 3 Explain in detail the various pricing strategies in E-Marketing. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.