

# CBCS SCHEME

16/17MBAMM403

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## Fourth Semester MBA Degree Examination, Aug./Sept.2020 E – Marketing

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any FOUR full questions from Q1 to Q7.

2. Question No. 8 is compulsory.

- 1 a. What is internet and how E – marketing works. (02 Marks)  
b. Differentiate between traditional marketing and e – marketing. (06 Marks)  
c. Describe the seven steps in an E – marketing plan. (08 Marks)
- 2 a. What is balance score card? (02 Marks)  
b. What is an E –business model? Explain with flow chart. (06 Marks)  
c. What are four levels of commitment in E-business? Give some example for each. (08 Marks)
- 3 a. What is napkin plan? (02 Marks)  
b. How can countries with emerging economics make use of information technology? (06 Marks)  
c. Explain security measures for E – marketing transaction. (08 Marks)
- 4 a. What is software infringement? (02 Marks)  
b. A leading Panwala located in Bengaluru want to provide service to his customers on internet namely “Bunaras Panwala Dot Com” suggest an effective E–marketing plan for his successful launch of pan shop. (06 Marks)  
c. Describe from source to Database to Strategy (SDS) model. (08 Marks)
- 5 a. How E-marketer can create customer value online. (02 Marks)  
b. How do E-marketers use geography, demographic, psychographic and behavioral segmentation basis for online marketing? (06 Marks)  
c. What are the types of intermediaries in a distribution channel in E – marketing. (08 Marks)
- 6 a. What is EDI? What are the features of EDI? (02 Marks)  
b. What is the role of ‘social media’ in E–marketing? Comment on merits and demerits of any two social media of your choice. (06 Marks)  
c. Describe 9 building blocks for successful customer relationship management in E–marketing? (08 Marks)
- 7 a. What is Viral Marketing? (02 Marks)  
b. What is integrated marketing communication and explain main vehicles for internet advertising. (06 Marks)  
c. What is E–payment? Describe the various merits and demerits of E-payment systems. (08 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.

## 8 CASE STUDY [Compulsory]

Knorr has been making cooking easy since 1838. Its ready – made sauces and stock pots are available in nearly 90 countries worldwide and with annual sales over \$ 3 billion, it is parent company Unilever’s biggest – selling brand. In Poland Knorr’s best – known product is Bulionetka ; a stock used in soups and braised dishes. Even well known brands can’t stand still in the hyper – competitive FMCG category, especially when busy lifestyles mean that fewer and fewer polish people take the time to cook at home. Knorr’s new TV campaign was designed to raise awareness among women aged 25 – 49, but Knorr also wanted to reach a younger audience to drive sampling and sales.

Questions :

- a. Knorr approached you to prepare a suitable and multi – channel digital marketing plan to attract the younger audience to its products. (08 Marks)
- b. Prepare a digital add to promote Knorr products and services in social media of your choice. Justify your choice of social media. (08 Marks)

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