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16/17MBAMM403

Fourth Semester MBA Degree Examination, Feb./Mar. 2022

E – Marketing

Time: 3 hrs.

Max. Marks:80

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

- 1 a. What is a marketing plan? (02 Marks)
b. Explain the various payment options available in E-Commerce. (06 Marks)
c. Explain the various digital property rights. (08 Marks)
- 2 a. What is a napkin plan? (02 Marks)
b. Explain the Seven-Step e-marketing plan. (06 Marks)
c. Explain the Balanced Score Card in detail. (08 Marks)
- 3 a. Define the term digital divide. (02 Marks)
b. Explain the purpose of data warehouse. (06 Marks)
c. Explain the various types of Cyber Crime. (08 Marks)
- 4 a. Expand the term ICANN. (02 Marks)
b. Explain the mechanisms for addressing Internet Privacy issues. (06 Marks)
c. What are the functions of the distribution channel? (08 Marks)
- 5 a. What is online expression? (02 Marks)
b. Explain in detail the three pillars of relationship marketing. (06 Marks)
c. Explain the 10 rules of CRM with special reference to digital marketing. (08 Marks)
- 6 a. What is data mining? (02 Marks)
b. Explain the methods of online advertising. (06 Marks)
c. Explain the bases of online market segmentation. (08 Marks)
- 7 a. What is KPI? (02 Marks)
b. Explain the various methods of mobile marketing. (06 Marks)
c. Explain the various pricing strategies in E-Marketing. (08 Marks)

8 **Case Study: (compulsory)**

Mr. MVW a dynamic entrepreneur, located in Davangere planned to open an online food ordering portal similar to Swiggy and Zomato. Initially he wanted to do the business on a local basis and his intension was to provide a tough competition to the competitors by providing better services. Although he had done all the ground work and tied-up with majority of the restaurants, being from the traditional business background, his major concern was regarding provision of major payment options to the customers and expansion of the business to reach a larger audience through the digital media. As Mr. MVW was an open-minded person, he welcomed valid suggestions for his business.

- a. How can Mr. MVW go about the digital advertising strategy? (08 Marks)
- b. Suggest suitable payment options that Mr. MVW can adopt to enhance customer convenience and elaborate on the same. (08 Marks)

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