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14MBAMM409

Fourth Semester MBA Degree Examination, June/July 2017
E-Marketing

Time: 3 hrs.

Max. Marks:100

SECTION - A

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

- 1 What is NAPKIN plan? (03 Marks)
- 2 What is the digital divide? What does it mean for e-marketers? (03 Marks)
- 3 What is content sponsorship? Give an example. (03 Marks)
- 4 Define semantic web with example. (03 Marks)
- 5 What data mining? (03 Marks)
- 6 What are the three main markets of e-business? (03 Marks)
- 7 What do you mean by 'last mile problem'? (03 Marks)

SECTION - B

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

- 1 Explain the five levels of relationship intensity. (07 Marks)
- 2 Briefly explain the steps involved in measuring and evaluating effectiveness of web-marketing. (07 Marks)
- 3 According to FTC, what are the minimum requirements for ethical use of consumer information? (07 Marks)
- 4 Describe the 7-steps involved in E-marketing plan. (07 Marks)
- 5 What are the basic technological challenges faced by global e-marketers? Briefly explain. (07 Marks)
- 6 What is real space data collection? How it is important for e-marketers? (07 Marks)
- 7 Describe some important criteria for internet domain naming. (07 Marks)

SECTION - C

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

- 1 What is balanced score card? Explain four perspectives of balanced scorecard. (10 Marks)
- 2 Explain what are internet specific differentiation strategies and how these are important. (10 Marks)

- 3 Write a note on NET set and the DMCA. (10 Marks)
- 4 Explain IMC models with respect to E-marketing. (10 Marks)
- 5 Discuss eight building blocks of CRM in detail. (10 Marks)
- 6 Discuss the opportunities and challenges in online governance. (10 Marks)
- 7 Explain the classification of E-business model with diagram. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

The 'Big Billion Day' of Flipkart which was launched on October 6, 2014. It highlights the problems that occurred on the day of the sale and their adverse impact on the customers and reputation of the company. Flipkart was set up by two software engineers from IIT, Delhi in 2007. It sold many items under various categories like apparels, appliances, books etc. October being the festival season in India the big e-commerce companies were looking to get their buyers through various attractive discounts and offers. Flipkart too declared a sale on October 6, 2014. The company spent a large amount of money on its ad campaigns, installing servers to handle traffic and deploying staff for processing the orders and delivering the goods.

Unfortunately for them, things did not turn out quite as they expected. Flipkart's server crashed, items went out of stock and the prices of items changed during the sale. Buyers were outraged and took to the social media to express their views. Manufacturing too accused the company of selling goods below the selling price. To protect the image of their company Flipkart's founders sent out apology letter to buyer regretting the inconvenience they had caused and assuring them that they would deliver better service in future. Despite all the hue and cry Flipkart witnessed a mega sale of \$ 100 million in just 10 hours.

1. Discuss the sales strategies adopted by e-commerce companies in detail. (05 Marks)
2. Flipkart's much-touted 'Big Billion Day' sale turned out to be a fiasco. What do you think Flipkart did wrong? Justify your answer. (05 Marks)
3. How could Flipkart have ensured the success of its 'Big Billion Day' sale? (05 Marks)
4. How can Flipkart win back the trust of consumers who fled to competitors during the sale? (05 Marks)

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