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

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 E-Marketing? (03 Marks)
- 2 Explain the concept "Digital Divide". (03 Marks)
- 3 What is marketing knowledge management? (03 Marks)
- 4 Mention the factors that affect the product development through E-marketing. (03 Marks)
- 5 Explain the three pillars of relationship marketing. (03 Marks)
- 6 What is mobile marketing? (03 Marks)
- 7 What are the different functions involved in distribution channels through online activities of E-Marketing. (03 Marks)

SECTION - B

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

- 1 Explain the seven steps of E-Marketing planning. (07 Marks)
- 2 Write a brief note on social media performance metrics. (07 Marks)
- 3 What is real space approaches in E-marketing and explain in detail the techniques used under real space approach. (07 Marks)
- 4 Explain in detail the Napkin plan and the venture capital plan of E-marketing planning. (07 Marks)
- 5 Explain the different new-product mix strategies for E-marketing. (07 Marks)
- 6 Explain the different pricing strategies in E-marketing. (07 Marks)
- 7 What are the sales promotion offers on E-marketing activities? (07 Marks)

SECTION - C

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

- 1 Explain in detail the different levels of strategic E-business models. (10 Marks)
- 2 Explain the concept of E-marketing today : Web 2.0. (10 Marks)
- 3 Briefly explain the overview of global E-marketing issues. (10 Marks)
- 4 Explain the process of internet exchange in E-marketing (online). (10 Marks)
- 5 What are the different online channel intermediary models of E-marketing? (10 Marks)
- 6 Explain the CRM building blocks of E-marketing. (10 Marks)
- 7 "E-CRM through social media can be made highly successful". Justify the statement with the ten rules that should be applied. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

GOD (GAMES ON DEMAND) – INDIA GAMES AND ZAPAK.COM.

The concept of GOD is popular in UK, Europe, US, Japan and Korea. Games on Demand (GoD) will enable all those games freaks (or users) to download the legal version of all the brand new block buster mega budget games at a nominal cost-almost the same as that is charged by the local CD library.

In India, companies like India Games and Zapak.Com offer their won models. India Games has tied up with BSNL, MTNL, Airtel, Tata Indicom online customers having a broad band connection of any of the telecom companies can have access to the service.

Zapak Digital Entertainment, the ADAG group company which floated Zapak.com has tied up with the gaming companies to offer these games at a fraction of the cost to its online subscribers. Whereas, Indiatimes.com is offering free-to-play online games to those who visit their website. Although they too are planning to introduce the paid model of GoD very soon.

Working and cost involvement

INDIA GAMES and the telecom operator have made it clear that 'data downloaded for installing the games offered on to the online customer's is free of cost. India Games is offering the service on a 15 day trial basis to those who want to test it out. The company has tied up with the gaming company to offer the latest-in action, quick games, racing, sports and multiplayer games.

ZAPAK .Com

Zapak.com follows the 'pay-as-you-download model. There is no monthly subscription fee. The customer gets to download the games at a fraction of the cost at which they are available on CDs. The members pay as they download each game through a payment gateway, which is configured. This will enable members to pay through credit cards. Initially all the games on the site were being offered free. But later on it planned to launch the service commercially.

EXPECTED TRENDS

Marketers associated with the entertainment industry feel that India has a gaming mindset waiting to explode. Further, Indian population majority falls in the below 25 years of age group, which is an attractive market for gaming. There has been an upward swing in the internet usage, especially those in the younger age group. Moreover, entertainment features as a predominant spending area amongst the Indian consumers. This trend is expected to continue in the future.

Questions :

- a. In view of the expected growth of the gaming market in India, can you suggest ways to increase the interconnectivity between the online customers and marketers? (06 Marks)
- b. Discuss ways in which India Games and Zapak.com can increase trustworthiness of their sites. (07 Marks)
- c. What promotional activities could be worked out by gaming marketers to induce customers to visit their sites? (07 Marks)
