



14MBAMM409

Fourth Semester MBA Degree Examination, June/July 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 Define E-Marketing. (03 Marks)
- 2 Define E-Commerce. (03 Marks)
- 3 What is e-business? (03 Marks)
- 4 What is e-marketing plan? (03 Marks)
- 5 What is Marketing Knowledge Management? (03 Marks)
- 6 What are the three Pillars of Relationship Marketing? (03 Marks)
- 7 What is Integrated Marketing Communication? (03 Marks)

SECTION - B

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

- 1 Briefly summarize e-business and e-marketing opportunities. (07 Marks)
- 2 List the reasons why consumer will go for online shopping. (07 Marks)
- 3 Define primary data and secondary data. Explain the advantages and disadvantages of each. (07 Marks)
- 4 Briefly explain the New Product Strategies adopted by E-Marketer. (07 Marks)
- 5 What is differentiation? How a firm can differentiate itself? (07 Marks)
- 6 Briefly explain the functions of a distribution channel. (07 Marks)
- 7 Briefly explain the mobile advertising formats available to the marketers. (07 Marks)

SECTION - C

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

- 1 Explain the E-Business Model. (10 Marks)
- 2 How the balance score card helps the e-business to link their strategy? (10 Marks)
- 3 Explain the 7 steps involved in E-Marketing Plan. (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.

- 4 Define ethics and law. Explain how they protect digital properties. (10 Marks)
- 5 Explain the factors affecting on line pricing. (10 Marks)
- 6 Briefly explain 3 digital media used in e-marketing. (10 Marks)
- 7 Briefly explain the CRM Building Blocks. (10 Marks)

SECTION - D

CASE STUDY – [Compulsory]

3M CORPORATION

3M sells 50000 different products in 200 countries through forty separate divisions that function as separate companies with their own independent sales staff, IT systems and customer data bases. Until recently this meant that it was impossible to tell how much business the company did with any individual customer. Each division had its own web site requiring separate registration of a customer wanted to buy product crossing divisional boundaries. There was no integration of data, so that records of earlier transactions by a customer were not available to other divisions. Each web site also had a different design and navigation procedure. The company decided to address the mounting problem in 1997 with a \$20 million initiative to create a global data warehouse. Storing and coordinating customer, product, stock and financial data across the whole company, encompassing 2,50,000 customer relationship and 5,00,000 product configuration. Just one registration is required and the whole site is consistent in style. Employees and business partners can access the database and ascertain a global picture of each customer account. Resource allocation can be optimized by analyzing customer, partner and product profitability. Physically, 3M remains organized by product division, but the unified online 'face' allows customer centric aggregation of the company's products in a radically different way, facilitating segmentation and promotional campaigns.

- a. What type of database was maintained by 3M corporation before 1997? (05 Marks)
- b. What was the new strategy adopted by 3M corporation? (05 Marks)
- c. What are the advantages of the new strategy to the customer? (05 Marks)
- d. What are the advantages of the new strategy to 3M corporation? (05 Marks)

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