



CBCS SCHEME

16/17MBAMM403

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Fourth Semester MBA Degree Examination, Dec.2019/Jan.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 email – bombing? (02 Marks)
- b. Explain the difference between internet marketing and traditional marketing. (06 Marks)
- c. Explain the steps in E-marketing plan. (08 Marks)
- 2 a. What is E-marketing strategy? (02 Marks)
- b. What are the different social media performance metrics? (06 Marks)
- c. Explain the methods of internet based data collection in E-marketing research. (08 Marks)
- 3 a. What are the types of internet access? (02 Marks)
- b. Explain the types of data analysis and distribution in the E-marketing context. (06 Marks)
- c. Explain the E-business models. (08 Marks)
- 4 a. What is pure play in E-commerce? (02 Marks)
- b. Explain the types of cyber crime. (06 Marks)
- c. Explain the various differentiation strategies used by E-marketer. (08 Marks)
- 5 a. What is real space approach? (02 Marks)
- b. Explain the branding decision for web adopted by E-marketer. (06 Marks)
- c. Explain the various sales promotion techniques in E-marketing. (08 Marks)
- 6 a. What is ICANN? (02 Marks)
- b. Explain the possible internet exchange outcomes. (06 Marks)
- c. Explain the technique for engaging users through earned media. (08 Marks)
- 7 a. What is rich media ad? (02 Marks)
- b. Explain the recent development in E-payment options. (06 Marks)
- c. What are the ten rules for successful implementation of CRM? (08 Marks)

8 CASE STUDY [Compulsory]

Launching a social media marketing in 2008, Mahindra home stays initially targeted the UK and Indian tourist markets, it brings together a large number of premium family homes that have quality guestrooms. For a new brand launch in India they wanted to explore the opportunity through social media marketing. For this purpose goals that were set included developing a following of 5000 social media users. They intended to follow six principles such as be honest, be interesting, be open, be dynamic, be committed, be strategic. They often ask question on twitter such “where should I go in India?” and response would give an idea about the interest and nature of trip planned by users.

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.

They went in to various social media platforms to allow to engage the users such as Indian travel blog, Facebook, Twitter, Youtube. The results were fascinating they have more than 50000 followers across different channels. The audience actively engage with the company and have become brand ambassador, the blog traffic is increasing steadily with over 8000 visits per month. Three are more than 5000 followers who tweet on twitter. Company's 28 videos featuring host led tours of accommodation as well as a short Kerala travelogue from some well regarded UK travel writers have been viewed almost 60,000 times on Youtube. Mahindra homestays video dominate the search result on the leading by word term 'India homestays'.

Questions :

- a. What plan and strategy adopted by Mahindra Homestays? (04 Marks)
- b. What division of channel choice was taken to engage users? (04 Marks)
- c. What is the impact of strategy division made by Mahindra Home stay? (04 Marks)
- d. What according to you are the benefit of social media marketing? (04 Marks)

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