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16/17MBAMM403

Fourth Semester MBA Degree Examination, July/August 2022 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. Define E-Marketing. (02 Marks)
b. What are the strategic drivers of Internet Economy? (06 Marks)
c. Explain Balance Score Card? (08 Marks)
- 2 a. List the Global E-Marketing issues? (02 Marks)
b. Explain Seven – Step – E – Marketing Plan. (06 Marks)
c. Brief about Ethical and Legal issues of E-Marketing. (08 Marks)
- 3 a. What is Social Media Marketing? (02 Marks)
b. What is Knowledge Management and explain its metrics? (06 Marks)
c. Explain Segmentation Targeting and Positioning strategies in E-Marketing. (08 Marks)
- 4 a. What do you mean by Online Customer Value Creation? (02 Marks)
b. What is Price? Explain the types of Pricing strategies. (06 Marks)
c. Explain about Integrated Marketing Communication in E-Marketing. (08 Marks)
- 5 a. What is Customer Acquisition? (02 Marks)
b. Explain the Browsing Behaviour Model. (06 Marks)
c. What is CRM? Mention Ten rules for success of CRM. (08 Marks)
- 6 a. Define Mobile Marketing. (02 Marks)
b. Explain Special issues in E-Marketing with regard to Industrial Selling. (06 Marks)
c. Explain in detail Internet Advertising. (08 Marks)
- 7 a. What do you mean by Intellectual Property? (02 Marks)
b. Explain about three pillars of Relationship Marketing. (06 Marks)
c. Mention about the different payment options in E-Marketing. (08 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.

8 CASE STUDY [Compulsory]

When Colgate discovered that 47% of total population in India never visited a dentist, they decided to launch a nationwide Oral health awareness campaign oral health month. The programme offered free in dental checkups and to boost the awareness Colgate launched the "Spreading the Millions Smiles" with a mobile campaign. Oral health month provided free dental checkups in over 1300 cities and town all over India mobile Vans were also used to cover remote areas.

Colgate India used mobile advertising due to its popularity in India so as to raise the awareness and encourage the people to bring their families for local checkups.

A mobile number was promoted across mass media touch points such as TV, print to provide information on the nearest free dental checkups centers.

In order to receive more information a consumer had to first give a missed call or send a text with a pincode to the mobile number. After giving a missed call the caller received a call back from Colgate Via an IVR system that requested that the caller take a "healthy month pledge "for their entire family. Colgate also set up geo targeted campaigns on Facebook. Hyperlargeted ad's appear in the facebook newsfeed of featured phone users. With the use of technology Colgate was able to spread smiles to 4.9 million people across the country.

Questions :

- a. What is IVR? Discuss benefits of using it in Marketing? (08 Marks)
- b. Is the launch of oral health care in India was successful campaign? Justify. (08 Marks)

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