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Roll. No. _____

MS-3144

M.B.A. (M) (Fourth Semester)

Examination, 2015

E-MARKETING

[MBA(M)-045]

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer five questions in all. Question No. 1 is compulsory. In addition attempt one question from each of the four Units.

1. Briefly explain the following: $3 \times 10 = 30$
 - (a) Models of e-business.
 - (b) Challenges in e-marketing.
 - (c) Methods of data-analysis.
 - (d) New product strategies for e-market.
 - (e) Buyer's perspective influencing pricing.
 - (f) Secondary sources of data collection.

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- (g) Benefits of CRM.
- (h) Need for repositioning.
- (i) Areas of e-business.
- (j) Concept of Viral marketing.

Unit-I

- 2. Explain how the internet and information technology offers benefits to consumers, business, marketers and society. Distinguish between traditional marketing and e-marketing. 10
- 3. Discuss the use of performance metrics and balance score card to measure e-business and e-marketing performance. 10

Unit-II

- 4. Discuss the importance of an e-marketing plan. List and explain its process. 10
- 5. Define 'electronic marketing information.' How e-marketers checks the quality of data gathered online? 10

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Unit-III

- 6. List and explain the Various market Segmentation bases and Variables for e-marketing. 10
- 7. Describe how attribute, branding, support service and labelling are apply to creat product benefit online. 10

Unit-IV

- 8. Define integrated marketing communication (IMC). Explain several commonly used advertising and sales promotion online formates. 10
- 9. Briefly explain the eight major Components needed for making CRM effective and efficient in e-marketing. 10

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