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14MBAMM409

Fourth Semester MBA Degree Examination, June/July 2016

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	What is Diaspora community?	(03 Marks)
3	What is Marketing Information System (MIS)?	(03 Marks)
4	What is co-branding in context of E – Marketing?	(03 Marks)
5	What is mobile wallet?	(03 Marks)
6	What is M-Commerce?	(03 Marks)
7	What is A/B testing?	(03 Marks)

SECTION - B

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

1	Explain in detail various sources of E-Marketing research.	(07 Marks)
2	Write a note on balance score card.	(07 Marks)
3	Explain the different online differentiation strategy.	(07 Marks)
4	Explain briefly the New product strategies adopted by E-Marketer.	(07 Marks)
5	Mention the different factors affecting online pricing.	(07 Marks)
6	Explain the E-Business models.	(07 Marks)
7	Discuss the various online intermediary models of distribution on internet.	(07 Marks)

SECTION - C

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

1	Discuss the various global E-Marketing issues.	(10 Marks)
2	Explain the different bases and variables of E-Marketing segmentation.	(10 Marks)
3	Explain in detail the various pricing strategies in E-Marketing.	(10 Marks)

4 Describe the 7 steps involved in E-Marketing plan.   (10 Marks)

5 Explain in detail the nine building blocks for successful CRM.   (10 Marks)

6 What is a distribution channel? What are the functions of distribution channel?   (10 Marks)

7 Discuss the internet advertising trends with reference to the paid media.   (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

Nokia N8 in Social Media

Amidst several other mobile handset launches, it was observed that when it came to handsets, most campaigns were centric to the form factor and social networking apps. The idea was to cultivate mobile photography as a proposition amongst travel, photo enthusiasts, young explorers and position Nokia N8 as the choice. It did not aim to just establish N8 as an alternative, but the device for picture taking. Aim was to build anticipation and tempt active picture takers, heavy flicker users and travel enthusiasts to explore the N8 for mobile photography and videos. Generate positive word of mouth and referrals for the N8 as an imaging device.

The idea was to have explorers (mobile, travel, photo bloggers) divided in multiple groups out on a fun field trip in three cities. Their task was to capture the essence of their city using the N8, by clicking pictures, capturing videos and share them, planned in 3 cities Bangalore, Mumbai, Delhi. The teams were split based on each city. They were asked to explore city and click pictures based on the theme and twitpic and upload on twitter. The teams with most number of Twitpics and Retweets were to be named winners. Campaign generated good response as an out of box idea, platform to explore photography skills. Nokia N8 Mystery tour was conceptualized, wherein some of leading bloggers was sent to a mystery location. 3 bloggers from different domains with vast following on twitter were selected to undertake this activity. Bloggers credited the picture taken using N8, talked about their experience. The campaign generated buzz and the same was shared with several markets globally by Nokia. 7000 + Tweets, 1000 + Retweets, 2000 twitpics were the result. Winner each day was selected on the basis of correct and consistent answers to clues left by explorer. Responses were generated from consumers who have appreciated the Nokia N8's picture and video quality uploaded by explorers. Over 10000 conversations were generated on N8 and its features as a camera device. The Nokia N8 generated over 8000 referrals from bloggers and consumers as a result of the campaigns.

1. What was the objective of N8 campaign?   (05 Marks)
2. Explain the strategy used for the campaign.   (05 Marks)
3. What is the role of social media in E-Marketing? And the future of E-Marketer.   (10 Marks)

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