

Course Code CEC – 03

Term End Examination – December, 2019

DIGITAL MARKETING & E-CRM

Certificate in E-Commerce (CEC)

Time : 3 hours

Full Marks : 100

The figures in the right-hand margin indicate marks

Answer **all** Groups as directed

Group—A

1. Answer *all* the questions, each within *1* word or *1* sentence : 1×10=10
 - (a) What do you mean by marketing?
 - (b) What is search engine optimization?
 - (c) What is responsive website?
 - (d) What do you mean by Content Marketing?
 - (e) What is email marketing?
 - (f) What do you mean by logistics?
 - (g) What is lead time?
 - (h) What is satisfaction?

(2)

- (i) What do you mean by strategy?
- (j) What is Bullwhip effect?

Group—B

2. Answer *any four* questions each within 100 words : $5 \times 4 = 20$

- (a) Differentiate between wholesaler and retailer.
- (b) Write a note on material requirement planning.
- (c) Differentiate between operational and analytical CRM.
- (d) Write a note on warehousing.
- (e) Write a note on reverse logistics.
- (f) Write a note on customer relationship management.

Group—C

3. Answer *any four* questions each within 200 words : $10 \times 4 = 40$

- (a) Explain any two innovative strategies for supply chain management.

(3)

- (b) Can effective CRM strategy result in developing customer loyalty? Explain.
- (c) What is data mining? How does it help in customer acquisition and retention?
- (d) Discuss about the different mediums of digital marketing.
- (e) Discuss Porter's generic strategies.
- (f) Explain the essential elements of a digital marketing plan.

Group—D

4. Answer *any two* questions each within 300 words : $15 \times 2 = 30$

- (a) Explain the roles of CRM in pre-purchase, at-purchase, and post-purchase stages.
- (b) Prepare a strategy to distribute printed study material for Odisha State Open University.
- (c) How is digital marketing helping start-ups to reach out to target customers?
