

**TERM END EXAMINATION - JUNE 2019**  
**CERTIFICATE IN ECOMMERCE**

**Digital Marketing & e-CRM**

**Time - 3 Hours**

**Full Marks - 100**

*(Answer all questions from Group-A, any four questions from Group - 'B', any four questions from Group - 'C' and any two questions from Group - 'D')*

**Group 'A'**

**Q. No. 1 Answer all the questions, each within one or two sentences**

**Marks: 1×10 = 10**

- a) What is Search Engine Marketing?
- b) What is Affiliate Marketing?
- c) What is an opportunity?
- d) What do you mean by strategy?
- e) What is competitive advantage?
- f) What is a website?
- g) What is Supply Chain Management?
- h) What is Bullwhip Effect?
- i) What is vendor managed inventory?
- j) What do you mean by lead time?

**Group 'B'**

**Q. No. 2 Answer any four questions each within 100 words**

**Marks: 5×4 = 20**

- a) Differentiate between pull and push supply chain.
- b) Write a note on Enterprise Resource Planning (ERP).
- c) Differentiate between CRM and e-CRM.
- d) Explain different types of carriers used for transportation.
- e) Write a note on customer touch points.
- f) Write a note on collaborative CRM.

**Group 'C'**

**Q. No. 3 Answer any four questions each within 200 words**

**Marks: 10×4 = 40**

- a) Write the application of Internet of Things (IoT) in supply chain management.
- b) What are the challenges of supply chain management in India?
- c) Explain the role and importance of customer care support services.
- d) How has digital marketing evolved till date? Explain.
- e) Discuss Porter's generic strategies.
- f) Explain the role of data mining in customer selection, acquisition, and retention.

**Group 'D'**

**Q. No. 4 Answer any two questions each within 300 words**

**Marks: 15×2 = 30**

- a) Formulate a digital marketing strategy for Odisha State Open University.
- b) How effectively does CRM help business? Explain with examples.
- c) Discuss the roles of supply chain management for the success of e-commerce in India.