

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.