

Term End Examination- Dec 2017
Certificate Course in E-Commerce (CEC)
Digital Marketing & E-CRM
Code: CEC-03

Time- 3 hours
Full Marks-100

Answer any four questions from Group – 'A' , any two questions from Group – 'B'
and any three questions from Group –'C'

Group – 'A'

(Answer any four questions each within 100 words)

Marks : 5×4 = 20

Q.No.1

- a) What is Data Mining?
- (b) Explain different platforms of Digital Marketing in details.
- (c) what are the Objectives Of Supply Chain Management Of E-commerce Business
- (d) What is the types of E- CRM ?
- (e) What are the challenges of Supply Chain Management in e-commerce?
- (f) What are the components of CRM ?

Group – 'B'

(Answer any two questions each within 250 words)

Marks : 10×2 = 20

Q.No.2

- (a) Differentiate between Digital Marketing and E-marketing.
- (b) What are the major E-CRM initiatives in the Banking sector?
- (c) What are the elements and benefits of Supply chain Management?
- (d) Discuss the different school of thought of CRM ?
- (e) Describe how supply chains are managed ?

Group –'C'

(Answer any three questions each within 500 words)

Marks : 20×3 = 60

Q.No.3

- (a) Explain the six essential elements of a digital marketing plan.
- (b) What are the characteristics and its types of digital marketing? Explain its merits and demerits.
- (c) What are the factors of E-CRM ? and which are E-CRM technologies used in the organization?
- (d) Give details about the Innovative Strategies in Supply Chain Management ?
- (e) Discuss the “CRM is not a product or service; it is an overall business strategy that enables companies to manage customer relationships effectively”
- (f) What are the E-CRM technologies used in the organization ?
- (g) What are the new challenges faced by supply chain managers in the changing business landscape?
