

Term End Examination : June - 2018**CERTIFICATE IN E-COMMERCE
DIGITAL MARKETING & E-CRM****Time: 3 Hours****Full Marks: 100****Read the instructions carefully before attempting questions from each group.****GROUP – A****Q.No. 1. Answer all questions selecting the right options.****[1 X 10 = 10]**

- i. Marketing is the management process responsible for _____, anticipating and satisfying customer requirements profitably.
 - a. listening to
 - b. supplying
 - c. identifying
 - d. researching

- ii. E-business is:
 - a. an organisation using electronic media to purchase from to its suppliers.
 - b. any electronically mediated communication between an organisation and its stakeholders.
 - c. the use of electronic communications for all business processes.
 - d. an organisation using electronic media to sell direct to its customers.

- iii. E-commerce is:
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- iv. The benefit of digital marketing that involves interactivity with web users, for example through survey and polls, is known as the _____ benefit.
 - a. serve
 - b. sizzle
 - c. speak
 - d. save

- v. _____ is a digital communications technique which involves improving visibility and monitoring sentiment within social networks and blogs.
 - a. Print advertising
 - b. E-PR
 - c. Email Marketing
 - d. Display advertising

- vi. Targeting overseas markets through the online channel is an example of:
 - a. market development.
 - b. market penetration.
 - c. product development.
 - d. diversification.

- vii. Using a digital channel to offer new product variants or extended products is an example of:
 - a. product development.
 - b. diversification.
 - c. market penetration.
 - d. market development.

- viii. Matching of internal resources against external demands forms part of:
- strategic analysis.
 - strategy definition.
 - strategy objective setting.
 - strategy implementation.
- ix. The direct online revenue contribution will be of most relevance to:
- a social network.
 - a portal.
 - a car manufacturer.
 - an online grocery retailer.
- x. _____ is a technique for strategic analysis focusing on assessment of propensity for different e-commerce services.
- Competitor analysis
 - Demand analysis
 - SWOT analysis
 - Stage model analysis

GROUP – B

Q.No. 2. Answer any 4 (four) questions each within 50 words. 5 marks each. [5 X 4 = 20]

- What is email marketing?
- What is the difference between search advertising and display advertising?
- Search engine optimization
- High-tech marketing?
- What is digital marketing strategy?
- What is supply chain management?
- Enterprise Resource Planning
- E-CRM

GROUP – C

Q.No. 3. Answer any 4 (four) questions each within 200 words. 10 marks each. [10 X 4 = 40]

- What is responsive website? Explain in detail.
- Discuss the differences between e-marketing and social media marketing.
- What is EDI, its benefits and explain in which areas can they be implemented?
- What is customer relationship management? Why is it essential?
- Explain different types of e-CRM.
- What is web analytics? how does it contribute to digital marketing?

GROUP – D

Q.No. 4. Answer any 2 (two) questions each within 250 words. 15 marks each. [15 X 2 = 30]

- Explain the evolution of digital marketing with its historical development.
- What is social media marketing? Explain the various channels in social media marketing.
- Explain the basic model of digital marketing strategy. How could it be framed?
- Explain the issues relating to privacy and security in e business.