

EASTERN UNIVERSITY, SRI LANKA

FACULTY OF COMMERCE AND MANAGEMENT

**Final Year First Semester Examination in Bachelor of Business Administration/
Specialization in Marketing Management – 2017/2018 (January 2020)**

(Proper)

MKT 4043 E-Marketing

Answer All Question

Time: 03 Hours

Q 01. Read the following case study and answer the questions given below.

The Google Story

What performs over a billion searches a day in 181 countries; speaks 146 languages including Xhosa, Maori, and Zulu; and is the most-visited U.S. Web site? The answer is Google.com, the fastest-growing and fourth highest-value Global Brand of the Year in 2011, according to Interbrand. It was the top Web brand in April 2012, with 171.3 Million visitors who spent an average of one hour and 56 minutes on Google in April, according to the Nielsen Company. Google is so popular that it has changed the English language-the verb to google has been added by two dictionaries. Google's 2011 revenues were \$37.9 billion, while it earned an admirable 25.7 percent in net income. The firm continues to grow in sales, new markets, number of employees, and new products offered.

This success is particularly remarkable because Google entered the market in 1998, well after other search engines were firmly entrenched with loyal customers. How did Google do it? First, it got the technology right at a low cost. Co-founders Sergey Brin and Larry Page figured out how to pack eight times as much server power in the same amount of space as competitors by building their own system from commodity hardware parts. Second, they invented an innovative new search strategy: ranking search query page results based not only on keywords but also on popularity-as measured, in part, by the number of sites that link to each Web page. These criteria meant that users' search results were packed with relevant Web sites. Finally, the founders maintained a customer focus, used simple graphics, allowed no advertising on the homepage, and allowed only text ads (without graphics) so search result pages download faster and are easier to read.

Google continues to excel through rapid and continuous product innovation. It makes new products available on Google Labs, moves them to beta testing when they seem useful to customers, and finally adds them to the suite of products—a process sometimes lasting up to a year. Through this process, Google learns from customers and incorporates improvements based on their feedback. Google is constantly revising its search algorithm, which contains over 200 variables used to present the most relevant search results based on the user's selected key words. Google's product mix includes 24 search products (Web, blog, Earth, Maps, alerts, and more), 3 advertising products (AdSense, AdWords, and Analytics), 20 applications (e.g., Google Docs, Picasa, YouTube, Blogger, and mobile products), and many enterprise products to maximize revenue from advertising content, increase marketing ROI, reach new customers, enhance a Web site, and increase productivity. All products adhere to Google's philosophies of simplicity, customer focus, speed of service, and product excellence.

Google primarily uses a media e-business model, connecting users with information and selling eyeballs to advertisers. In 2011, 96 percent of Google's revenues came from advertising. Google also generates revenues from several B2B markets. It licenses search services to companies, powers a majority of all searches worldwide; it sells enterprise services; it also sells advertising to other advertisers, sharing risk with the advertisers by using a pay-per-click model (advertisers only pay when users click on an ad). Google's advertising revenues continue to rise at its own site and on customer sites, including Google ads, because it delivers narrowly targeted relevant ads based on keyword searches.

In a firm where many employees hold a PhD, the innovation continues. This fact, along with monomaniacal customer focus is why the company is always right on target with new services. The profitability is likely to continue as well, because Google pays close attention to user feedback, keeps costs low, and delivers eyeballs to advertisers. Google does everything extremely well.

Sources: Google.com and the 2011 Annual Report

Questions:

- a) Describe Google's strategy for creating value in terms of Attributes, Branding, Support services and Labeling. (08 Marks)
- b) Do you think Google's primary revenue comes from advertising? Justify your answer. (10 Marks)
- c) What other products do you think Google could Monetize (Monetize refers to the process of turning a non-revenue-generating item into cash)? (10 Marks)

(Total 28 Marks)

Q 02.

- a) "E-Marketing is Bigger than the Web" Describe this statement along with the definition of E-Marketing. (06 Marks)
- b) Briefly explain the key technologies that effect marketing strategies. (06 Marks)
- c) Briefly explain the different types of Enterprise-Level E-Business Models with specific examples. (06 marks)

(Total 18 Marks)

Q 03.

- a) E-commerce in emerging markets is often hampered by limited use of credit cards and lack of trust in safely conducting online transactions. Illustrate this statement with specific examples. (06 Marks)
- b) The e-marketing plan is a blueprint for e-marketing strategy formulation and implementation. Briefly explain the various objectives of e-marketing plan. (06 Marks)
- c) Briefly explain the typical internet marketing research problems that electronic data can help to solve. (06 Marks)

(Total 18 Marks)

Q 04.

- a) Data collected from all customer touch points are stored in the data warehouse or a knowledge management system, ready for analysis and distribution to marketing decision makers. Illustrate four important types of analysis for marketing decision making. (06 Marks)
- b) Modern technology presents challenges to marketing ethics. Analyze the critical issues related with Ethics and Ethical Codes in terms of E-marketing context. (06 Marks)
- c) The internet is ideal for gathering people from all corners of the globe into communities with similar interests and tasks. State ten important types of online communities. (06 Marks)

(Total 18 Marks)

Q 05.

- a) An E-marketer can differentiate its offering along many dimensions. Briefly explain those dimensions with suitable examples. (06 Marks)
- b) Companies with products for online sale face several branding decisions. Explain the different types of branding decisions for web-based products. (06 Marks)
- c) Analyse the five levels of brand relationship intensity as devised by Duncan. (06 Marks)

(Total 18 Marks)