

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT

**Final Year First Semester Examination in Bachelor of Business Administration/
Specialization in Marketing Management – 2016/2017 (January 2019)**

(Proper)

MKT 4043 E-Marketing

Answer All Question

Time: 03 Hours

Q01. Read the following case study and answer the questions given below.

“Idol” Goes Global

The names Randy Jackson and Paula Abdul, along with singers Carrie Underwood, Clay Aiken, Kelly Clarkson, and Jennifer Hudson, are well known in America. Even the name Sanjaya Malakar is known. These are all individuals connected with the American TV program *American Idol*. But what about Prashant Tamang, Jessica Mauboy, or Zanamari Lalic? These are also well-known names, but to TV viewers, internet surfers, and text messaging devotees in India, Australia, and Croatia, respectively. All these individuals are winners of local versions of the *American Idol* franchise in countries outside the United States or, as it is known in Germany, *Deutschland sucht den Superstar*. *American Idol* is broadcast in over 100 countries, often 48 hours after the original show has been aired in the United States. The success of *American Idol* spawned 39 national versions in countries like Ethiopia, the Philippines, Russia, and even Kazakhstan.

Georgians can follow the rise (or fall) of that season’s music contestants by searching the YouTube key word: Geostari. Although the Georgian alphabet is distinctive, the blue logo with its curvy neon letters that greets each viewer on the homepage brands the Web page as connected with *American Idol*. Ethiopians living anywhere in the world can stay current by either logging onto Jump TV to see rebroadcasts of *Ethiopian Idol* or becoming an Ethiopian Idol fan on Facebook. *Ethiopian Idol* also has Feleke Hailu, a straightforward, sometimes rude, judge in the mold of Simon Cowell. Feleke alternates between his catch phrase “alta fakedem,” or “you didn’t make it” in Amharic, and blunt judgments like “You sing like a donkey.”

SMS is very popular in India where Indian viewers not only vote for singers (30 million SMS messages were sent in the run-up to a final show) but can also apply to be a contestant on *Indian Idol* through SMS by typing the keyword *IDOL* into their handset when they call Sony Entertainment TV Asia, the cable system that carries *Indian Idol*. Avid *Idol* fans in India also have energetic debates on the all-India entertainment portal (india-forums.com), where contestants from season six are thoroughly critiqued. Tensions can run high in the Middle East, where the Arabic language version is called *Arab Idol*. As a semifinal show drew near, for example, an ice cream

shop in Amman, Jordan, offered free ice cream to anyone who voted for the Jordanian Diana Karzon. In Syria, a mobile phone company hung posters in the streets urging people to vote for the Syrian singer Rowaida Attiyeh as a way of tangibly showing country pride. When the Lebanese singer was eliminated in the semifinals, Lebanese audience members threw anything else they could find. In that mayhem, the two remaining singers fainted. In the end, the ice cream might have made the difference: Diana Karzon won.

From Israel to Indonesia (indonesianidol.com) and from Vietnam (vietnamidol.vtv.vn) to Nigeria (nigerianidol.com), the *American Idol* franchise is big business. In 2010, over 5 billion votes have been cast for *Idol* contestants worldwide (Lisanti, 2010). It is estimated that Fremont, the company that markets *American Idol* abroad, generates over \$1 billion a year from advertising, license fees, merchandising, co-branding, and recording in 110 different countries where a version of *Idol* is broadcast. The convergence of TV, internet, mobile phones, and social media services, when added to the unpredictability of what will happen on each show, keeps national audiences tuning in each week. As one cynic said, probably the only place in the world that *Idol* does not have a franchise is Antarctica—at least not yet.

Questions:

1. What differences do you see between the U.S. version of American Idol and the versions in other countries? Explain the reason for those differences.
2. Do you think that this brand needs to be consistent worldwide to maintain a desirable image? Explain why or why not.

Q 02.

1. How does E-Marketing differ from E-Business and E-Commerce?
2. What is an internet pure play and what are some examples?
3. "Web 2.0 technologies connect people with each other through social media, which has created opportunities and challenges for marketers". Justify this statement with appropriate examples.
4. "Social media metrics are different from most standard Web site metrics because users interact with branded social media in many different ways." Briefly explain the difference between Media Performance Metrics with a relevant diagram.

Q03.

1. Explain the components that are critical for appraising the fit of a business model for a company and its environment? (06 Marks)
 2. Distinguish the Napkin plan from Venture Capital E-Marketing Plan. (04 Marks)
 3. Consider a local business with which you are familiar and develop a brief seven step e-marketing plan for it. (10 Marks)
- (Total 20 Marks)**

Q04.

1. What is the digital divide, and what does it mean for e-marketers? (04 Marks)
 2. How can countries with emerging economies make use of information technology? (04 Marks)
 3. Identify two technological tipping points and explain them with examples. (06 Marks)
 4. How do marketers turn marketing data into marketing knowledge? Explain with a diagram and appropriate example. (06 Marks)
- (Total 20 Marks)**

Q05.

1. "Data without insight or application to inform marketing strategy are worthless." Explain the SDS model with a diagram. (06 Marks)
2. "A primary function of law is to define ownership, but this is constantly being challenged by the mercurial nature of digital technology." Explain the major components of digital property? (06 Marks)
3. Using examples, specify some dimensions by which companies can differentiate their offerings on the internet. (06 Marks)
4. "Companies with products for online sale face several branding decisions." Briefly describe the important branding decisions used by the E-Marketers for their web-based products. (06 Marks)

(Total 24 Marks)