

EASTERN UNIVERSITY, SRI LANKA

Faculty of Commerce and Management

Final Year/First Semester Examination in Bachelor of Business Administration
(Specialization in Marketing Management) – 2012/2013 (February/March 2015)

(Proper)

MKT 4043 E-Marketing

Answer all five (5) questions

Time: 03 hours

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- Q1) i. Define E-CRM. (02 Marks)
- ii. List two (02) benefits of E-CRM. (02 Marks)
- iii. Briefly explain three (03) levels of E-CRM. (06 Marks)
- iv. *"In a world where almost every company is connected to the Internet, E-CRM has become a requirement for survival, not just a competitive advantage."*
Discuss the validity of this statement referring to the importance and challenges of delivering E-CRM. (10 Marks)
- (Total 20 Marks)**
- Q2) i. Define the term "Social Media". (02 Marks)
- ii. List four (04) types of social media. (02 Marks)
- iii. Briefly discuss the importance of Electronic Word of Mouth (E-WOM) and Viral Marketing in building strong brands. (06 Marks)
- iv. *"Starting off with social media is not a simple task since it involves series of steps that must be carefully followed by the company."*
Explain the four (04) steps that must be followed by a company in starting off with social media marketing. (10 Marks)
- (Total 20 Marks)**

Q3)

- I. Explain the difference between the following pairs of concepts
 - a. Permission Marketing and Intrusive Marketing
 - b. E business and E Marketing
 - c. Empty Communities and Silent Communities
 - d. Suspects and Advocates

- II. Organizations engaging mainly in online transactions may need to be aware of the of the e-customers. Explain your view on this in terms of;
 - Identifying ideal customers
 - Reasons for online venturing
 - Dealing with fears, uncertainties and doubts
 - Online relationships and loyalty

(Total 20)

Q4)

- I. Managing e business essentially requires the business to cope up with change. Discuss reasons for resistance to change and ways to prevail over it.
- II. "SOSTAC planning provides a comprehensive framework for E marketing planning. Discuss the statement.
- III. Business organizations present themselves under various forms on the online platform. Explain four (04) such forms using suitable examples.

(Total 20)

Q5) I. Discuss the changes took place in traditional marketing mix due to the emergence of E-Marketing.

(04Marks)

II. Explain how e -business practices can be utilized in the fields of buy side, sell side and in side businesses.

(06 Marks)

III. XYZ is a famous dinning outlet which is really popular in European region. They have a unique dinning menu focusing on the healthy food habits of the consumers. Especially vegetable burger which is free from cholesterol, "VEGEX", is really popular in European market and has become the number one vegetable burger in the market. XYZ analyzed the potential markets in Sri Lanka and established their first outlet in Colombo near a popular school with the same menus available in the European countries. They target at upper middle class and high income families since they are new to the Sri Lankan market.

Assuming that you are recruited as the manager in charge of E-Marketing, discuss suitable E-Marketing strategies for XYZ.

(10 Marks)

(Total 20 Marks)