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**UNIVERSITY OF PETROLEUM
AND ENERGY STUDIES**



End Semester Examination, May 2018

Program: BBA-E-COMMERCE
Subject (Course): E-MARKETING
Course Code: BBCM181
No. of page/: 4

Semester : IV
Max. Marks : 100
Duration : 3 HRS

Instructions: This question paper consists of four sections viz. A, B, C and D respectively. Section A & D is compulsory. Attempt **any four** questions from section B and **any three** questions from section C. **The intended marks for questions or parts**

Section A (2*10=20)

Attempt all questions from this section

1-When you look at e-commerce and e-business, which is the most realistic relationship between these two concepts?

- a) E-commerce has some overlap with e-business
- b) E-commerce is broadly equivalent to e-business
- c) E-business is a subset of e-commerce
- d) E-commerce is a subset of e-business
- e) None of the above

2- Digital marketing (also known as e-marketing or Internet marketing) is closely related to e-commerce. It is a term increasingly used by specialist e-marketing agencies to:

- a) Measure website hits
- b) Promote their websites
- c) Recruit specialist staff
- d) None of the above

3- Various digital media channels can be used to reach audiences when planning, for example, online marketing campaigns. Search engine marketing places messages on a search engine to encourage clickthrough to a website when the user types a specific keyword phrase. A key marketing technique involves paid placements or sponsored links using PPC. What does PPC stand for?

- a) Public promotion click
- b) Pay per consumer
- c) Pay per click
- d) Personal protocol choice

4- Social media marketing has emerged as an important category of digital marketing. Which of the following best describes this?

- a) Creating and managing long-term arrangements to promote online services on third party websites
- b) Monitoring and facilitating customer-customer interaction and participation throughout the web to encourage engagement with a company and its brands
- c) Using online ads such as banners to achieve brand awareness and encourage clickthrough
- d) None of the above

5- Which term is taken to explain a collection of web services that facilitate interaction of web users with sites to create user-generated content and encourage behaviours such as community or social network participation?

- a) Multi-channel marketing strategy
- b) Web 2.0 concept
- c) Customer-centric marketing
- d) Multi-channel marketing

6- E-government is becoming more accepted as an important feature within government in many countries. What does it provide?

- a) All of the below
- b) Facilities for dissemination of information and online services at local and national levels
- c) The ability to gather taxes more efficiently
- d) The facility to securely communicate between governments and government departments

7- While there are obvious e-business advantages and opportunities, there are also risks and barriers. These include:

- a) Spikes causing websites to fail at peak times
- b) Contravention of customer privacy
- c) Internet hackers penetrating company security
- d) All of the above

8- Which of the following is the practice of buying and selling products and services via the Internet?

- a) Social commerce.
- b) E-commerce.
- c) Online communities.
- d) Social publishing.
- e) Social shopping.

9) Which of the following actions is not considered to be social shopping?

- A) Navigating product information online using social commerce tools.
- B) Emailing product summaries.
- C) Asking a sales associate for their opinion in the store.
- D) Subscribing to RSS feeds of other users' favorite product lists.

10) Scores that people, acting in the role of critics, assign to something as an indicator are referred to as which of the following?

- A) Ratings.
- B) Reviews.

- C) Recommendations.
- D) Referrals.

Section B (5*4=20 Marks)

Attempt any four questions from this section

1. Differentiate between e-business and e-marketing. Support your answer with suitable examples.
2. Differentiate between owned, paid, and earned media. Illustrate with examples.
3. What concerns about consumer privacy are raised by the increased use of wireless computing and handheld devices outside the home or workplace?
4. How do social media and consumer-generated content change the way marketers operate? Explain.
5. What is the difference between the four levels of commitment to e-business?

Section C (10*3=30 Marks)

Attempt any three questions from this section

1. Internet technology allows a company to price the same product differently for different customers. What do you think would be the advantages and disadvantages of Amazon offering the same book at one price to a professor and at a different price to a student?
2. What is the future of e-commerce, in your opinion? Will it continue to increase? Will it ever become larger in terms of sales than offline retailing?
3. What ethical issues seem to be raised by the use of online-sponsored content and product placement? How would you recommend that a marketer improve transparency when it uses such paid media? Explain your answers.
4. Once consumers engage in collaborative content creation on behalf of a brand, what are the implications for recommendations and referrals, reputation, and purchasing?

Section D (15*2=30 Marks)

Case study – Dell Starts Listening

Dell Computer has always been America's darling with its high-quality equipment, direct distribution model, and great customer service. Yet, in June 2005, Dell was brought to its knees by a single blogger-Jeff Jarvis of BuzzMachine.com:

"I just got a new Dell laptop and paid a fortune for the four-year, in-home service The machine is a lemon and the service is a lieDELL SUCKS. DELL LIES. Put that in your Google and smoke it, Dell."

This post brought a hailstorm of similar customer service complaints that lasted for nearly 2 years, and this issue has come to be known as "Dell's Hell." What happened?

Wanting to pare costs, Dell followed a current trend and outsourced its technical customer service to a firm in India in the early 2000s. Things looked great as costs dropped and market share increased to 28.8 percent the following year (2004), according to the global market intelligence firm IDC. However, complaints about the customer service also increased: Better Business Bureau complaints rose by 23 percent and Dell's customer satisfaction declined by 6.3 percent, according to a University of Michigan survey. A 2005 Google search for "Dell customer service problems" returned nearly 3 million links. Clearly, the outsourcing strategy was not having the desired effect.

Like many companies, Dell decided to sit tight for a year and wait for the online complaint storm to pass. When it did not stop, Dell appointed a digital media manager to "deal" with the internet chatter. Lionel Menchaca initiated several Dell blogs in multiple languages as mechanisms for handling customer complaints and ideas, and to have conversations with stakeholders about the problems and Dell's actions to fix them. IdeaStorm.com is a notable blog and social medium where users post ideas and vote on them, with the best percolating to the top. Dell responds to the ideas, makes changes in the company, and reports on the progress. In the first 3 months, IdeaStorm gathered 5,000 ideas, over 20,000 comments, and more than 350,000 idea endorsements. These resulted in over 20 changes in the company.

Questions

Q1. Identify several ways that Dell could engage customers in a positive way, using techniques of earned media management.

Q2. What might Dell have done to manage its online reputation better? Acting as Dell's consultant, give the company advice that would keep it out of this kind of trouble in the future.