

Roll No.

Total No. of Pages : 03

Total No. of Questions : 17

MBA (2018 Batch) (Sem.-3)

E-COMMERCE AND DIGITAL MARKETS

Subject Code : MBA-942-18

M.Code : 76988

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- 1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.**
- 2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.**

SECTION-A

- Q1 What is E-Commerce?
- Q2 What is Extranet?
- Q3 What is Plastic Money?
- Q4 What is Bulk –Emailing?
- Q5 What is Blogging?
- Q6 What are different types of Email Marketing?
- Q7 What is Off-Page SEO?
- Q8 What do you understand by domain name?

SECTION-B

UNIT-I

- Q9 Discuss the reasons for widespread growth of E-Commerce in India. Explain by citing examples.
- Q10 Write detailed notes on :
- a. Components of Electronic Data Interchange (4)
 - b. Business applications on Internet (4)

UNIT-II

- Q11 Suppose you have developed website of your department, discuss which tools you will choose to promote your website?
- Q12 Discuss the E-Commerce applications in the area of manufacturing. Explain by citing examples.

UNIT-III

- Q13 Discuss in detail the planning process of a website. Explain by taking the example that you are developing website for your university.
- Q14 Discuss in detail the application and features of Google Analytics.

UNIT-IV

- Q15 Discuss the applications and challenges in E-mail marketing. Explain by citing examples.
- Q16 Write detailed notes on :
- a. Content Marketing (4)
 - b. Affiliate Marketing (4)

SECTION-C

Q17 CASE STUDY :

When_Mint first launched in 2006. it was nothing more than an account aggregation service. Yet Mint has now become a household name with over 20 million users. Mint is a personal finance tracker that makes it easy for customers to achieve their financial goals, track their budget, and find deals on credit cards, loans, mortgages, and auto loans. Mint faced an uphill battle, as it needed to convince users that it was safe to consolidate their banking data under a single service. When the aggregation service first came out in 2006, this was something many users were told never to do. Despite this, through a comprehensive online marketing campaign, Mint was able to successfully start acquiring revenue through lead generation by 2008 — leveraging its referral fees. Mint's challenges were two-fold : they needed to convince customers that this was a service they needed and that they were a reputable, safe service to use. They were able to do this through their multi-channel marketing, which built authority and brand awareness

throughout their targeted millennial audience. Key aspects of their marketing strategy included the following :

The MintLife Blog -Mint understood that their major customer demographics were likely to be millennials who wanted to get a foothold on their finances. The MintLife blog was directed at bringing in younger individuals who had questions about their finances.

What goes into a credit score? How do you get started buying a house? Is it possible to purchase a car with bad credit? Blog-based content marketing brought in an audience demographic that was likely to be interested in their services.

Social Media Interaction Through social media, Mint became extraordinarily responsive. The team at Mint hosted promotions, gave away free items and discounts, and engaged with the audience that they expected to be most interested in its service. By establishing relationships with known brands through social media – such as credit card companies – Mint was also able to easily build its perceived authority with its potential audience. Mint's social media was not self-promoting ; instead, it focused on giving its millennial audience information about money saving tips, financial news, and more.

Explainer Videos – Finally, Mint still needed to tackle the concept of a financial tracker – showing its audience that it needed the tool that it was providing. It was able to do this through a sequence of explainer videos and articles designed to show the value of the website. As a free website, Mint only needed to convince its users to convert to a free account – from there, the value presentation was within the tool itself.

Case Questions :

- a. Discuss the challenges faced by Mint. (3)
- b. Explain key aspects of marketing strategy adopted by Mint. (5)
- c. Give some suggestion how Mint can further improve its Digital Marketing campaign? (4)

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.