Roll No ....

Department of Management

SMBS, Jamia Hamdard

MBA III Semester Examination (2019)

Internet Marketing

Paper Code: MBA-IT-02

Time: 3 Hrs

MM: 75

Attempt any five questions, each question carries 15 marks (15*5)

(Note: Question 7 and 8 are Compulsory)

1. Define E-commerce strategy. Briefly discuss the seven dimensions of the E-commerce strategy.
2. Illustrate the relevance of Internet in Branding and Advertising.
3. Analyse the competitiveness of your e-business with respect to Porters Diamond Model.
4. Being a marketing manager, will you go for search marketing? Give valid reasons for your move.
5. Trust plays a vital role in E-marketing. Support this statement with examples.
6. Two instances each of Viral marketing and Affiliate Marketing, when you were a part of it.
7. Analyse any two of the given campaigns in 5I or 6I framework:

   A Message to Space (Hyundai)

   Aur Dikhao (Amazon)

   Chamki: Story of an unborn child (HUL)
8. Answer both the questions on the basis of the Case mentioned below:
   i. Discuss the impact, T20 world cup would have in the Marketing Strategies of Indian Marketers.
   ii. What would be your suggestions to the Marketers worldwide?

The 2014 World Cup was not only the most-watched sporting event on television of the 21st century – it was the most-watched event of any kind, period.

Needless to say, such an enormous audience made for some major opportunities for e-Commerce companies all over the world. Of course, it also made for heft competition for brands operating in niches like sporting goods, clothing, and memorabilia.

As SEMRush explains, the brands that came out on top were the ones who:

- Increased their presence on the right channels (specifically, social media),
- Adjusted their ad copy to target soccer fans from specific nations (e.g. whose teams were making a run for the World Cup)
- Developed relevant and valuable offers to address time-sensitivity (e.g. fast and free shipping to ensure orders were received before the Wolrd Cup had ended)

The opportunistic initiatives led to some MASSIVE revenues for eCommerce companies. In Brazil, **eCommerce purchases spiked by $16.6 BILLION, or 27% above the average**. After Germany ended up winning, German-based eCommerce activity increased by a whopping 75%!