

TERM END EXAMINATION - JUNE 2019
CERTIFICATE IN ECOMMERCE

Course Code
CEC-03

Digital Marketing & e-CRM

Time - 3 Hours

Full Marks - 100

(Answer all questions from Group-A, any four questions from Group - 'B', any four questions from Group - 'C' and any two questions from Group - 'D')

Group 'A'

Q. No. 1 Answer all the questions, each within one or two sentences

Marks: 1×10 = 10

- a) What is Search Engine Marketing?
- b) What is Affiliate Marketing?
- c) What is an opportunity?
- d) What do you mean by strategy?
- e) What is competitive advantage?
- f) What is a website?
- g) What is Supply Chain Management?
- h) What is Bullwhip Effect?
- i) What is vendor managed inventory?
- j) What do you mean by lead time?

Group 'B'

Q. No. 2 Answer any four questions each within 100 words

Marks: 5×4 = 20

- a) Differentiate between pull and push supply chain.
- b) Write a note on Enterprise Resource Planning (ERP).
- c) Differentiate between CRM and e-CRM.
- d) Explain different types of carriers used for transportation.
- e) Write a note on customer touch points.
- f) Write a note on collaborative CRM.

Group 'C'

Q. No. 3 Answer any four questions each within 200 words

Marks: 10×4 = 40

- a) Write the application of Internet of Things (IoT) in supply chain management.
- b) What are the challenges of supply chain management in India?
- c) Explain the role and importance of customer care support services.
- d) How has digital marketing evolved till date? Explain.
- e) Discuss Porter's generic strategies.
- f) Explain the role of data mining in customer selection, acquisition, and retention.

Group 'D'

Q. No. 4 Answer any two questions each within 300 words

Marks: 15×2 = 30

- a) Formulate a digital marketing strategy for Odisha State Open University.
- b) How effectively does CRM help business? Explain with examples.
- c) Discuss the roles of supply chain management for the success of e-commerce in India.

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Marketing Jim Blythe, 2006-03-10 The SAGE Course Companion on Marketing is an accessible introduction to the subject that will help readers to extend their understanding of key concepts and enhance their thinking skills in line with course requirements It provides support on how to revise for exams and prepare for and write assessed pieces Readers are encouraged not only to think like a marketer but also to think about the subject critically Designed to compliment existing textbooks for the course the companion provides Easy access to the key themes in Marketing Helpful summaries of the approach taken by the main course textbooks Guidance on the essential study skills required to pass the course Sample exam questions and answers with common themes that must always be addressed in an exam situation Quotes from leading thinkers in the field to use in exams and essays Taking it Further sections that suggest how readers can extent their thinking beyond the received wisdom The SAGE Course Companion on Marketing is much more than a revision guide for undergraduates it is an essential tool that will help readers take their course understanding to new levels and help them achieve success in their undergraduate course

Digital Marketing Alan Charlesworth, 2014-07-25 Digital Marketing A Practical Approach 2nd Edition is a step by step guide to marketing using the Internet Concentrating on the operational and functional aspects of this dynamic subject the book is packed with tactical advice and real life examples from those leading the field to help you succeed Written as an accessible guide to equip you for the digital element of any

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Public in Public History Joanna Wojdon,Dorota Wiśniewska,2021-07-29 Public in Public History presents international research on the role of the public in public history the ways people perceive respond to and influence history related institutions events services and products that deal with the past The book addresses theoretical reflections on the public or multiple publics and their role in public history and empirical analyses of the publics active responses to and impact

on existing forms of public history Special attention is also paid to digital public history which facilitates the double role of the public as both recipient and creator of public history With a multinational author team the book is based on various national but also international experiences and academic traditions each chapter goes beyond national cases to look transnationally The narratives built around their cases deal with issues such as arranging a museum exhibition managing a history related website analyzing readers comments or involving non professional public as oral history researchers With sections focusing on research commemorations museums and the digital world this is the perfect collection for anyone interested in what the public means in public history

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History Of Marketing Science, The (Second Edition) Russell S Winer,Scott A Neslin,2023-06-16 The field of marketing science has evolved significantly in the last 70 years Throughout its rich history developments in this field have always been anchored on marketing phenomena that drew on economics statistics operations research and related disciplines This book reviews the

accomplishments of notable marketing scientists in several research areas It emphasizes both the role and the importance that pioneers in marketing science have had in the rapid development of this field and honors those contributions This second edition of the book offers updates of the former chapters and six new chapters on emerging areas of marketing science including machine learning field experimentation methods and internet marketing Combined with older areas of research like endogeneity services and market segmentation this book provides a road map for the development of 22 areas of marketing science which not only is useful from a historical perspective but also identifies important gaps in the literature which can provide an impetus for future research As such it provides an important resource for the main consumers of the academic marketing research literature doctoral students faculty and marketing science practitioners in consulting firms and companies

Cost Accounting MCQ (Multiple Choice Questions) Arshad Iqbal, 2019-05-17 The Cost Accounting Multiple Choice Questions MCQ Quiz with Answers PDF Cost Accounting MCQ PDF Download Quiz Questions Chapter 1 29 Practice Tests with Answer Key BBA MBA Accounting Questions Bank MCQs Notes includes revision guide for problem solving with hundreds of solved MCQs Cost Accounting MCQ with Answers PDF book covers basic concepts analytical and practical assessment tests Cost Accounting MCQ PDF book helps to practice test questions from exam prep notes The Cost Accounting MCQs with Answers PDF eBook includes revision guide with verbal quantitative and analytical past papers solved MCQs Cost Accounting Multiple Choice Questions and Answers MCQs PDF Free download chapter 1 a book covers solved quiz questions and answers on chapters Accounting concepts activity based costing and management balanced scorecard and strategic profitability analysis balanced scorecard quality time and theory of constraints basics of accounting budgeting and accounting capacity analysis and inventory costing capital budgeting and cost benefit analysis cost allocation customer profitability and sales variance analysis cost allocation joint products and byproducts cost function and behavior cost management and pricing decisions cost volume profit analysis decision making process and information department costs common costs and revenues direct cost variances and management control financial ratios analysis flexible budget and management control flexible budget overhead cost variance fundamentals of accounting inventory management just in time and costing methods job costing management accounting in organization management control systems and multinational considerations master budget and responsibility accounting overhead cost variances and management control performance measurement compensation and multinational considerations process costing spoilage rework and scrap tests for college and university revision guide Cost accounting Quiz Questions and Answers PDF free download eBook s sample covers beginner s solved questions textbook s study notes to practice online tests The book Class 11 12 Cost Accounting MCQs Chapter 1 29 PDF includes high school question papers to review practice tests for exams Cost Accounting Multiple Choice Questions MCQ with Answers PDF digital edition eBook a study guide with textbook chapters tests for CFP CFA CMA CPA CA ICCI ACCA competitive exam Cost Accounting Mock Tests Chapter 1 29 eBook covers problem solving exam tests from BBA MBA

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Advances in Digital Marketing in the Era of Artificial Intelligence Moez Ltifi, 2024-07-12 This book highlights the technological advances that are transforming the future of digital marketing and covers important areas of research in this field The book demonstrates advances in digital marketing as well as tools techniques methods and strategies based on artificial intelligence It also identifies gaps in research into effective digital marketing tools techniques and methods and it bridges the interaction between digital marketing strategies and organisations business plans on the one hand and customer

relations on the other in the age of artificial intelligence This book presents the concepts and applications of digital marketing in the age of artificial intelligence to readers in a comprehensive manner The book highlights the major breakthroughs and technologies in digital marketing for effective interaction analysis prediction and design to formulate the best strategy for a business by using artificial intelligence solutions This enables specialists to apply advances in digital marketing in the age of artificial intelligence in the right way to serve customers and solve business problems in this competitive age Covering the intersection of marketing and artificial intelligence this book is a first rate reference and an indispensable resource for business leaders academics salespeople marketing professionals managers business owners researchers practitioners instructors college and university libraries students consultants businesspeople computer scientists and customer focused institutions

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- Chapter 3: Digital Marketing Exam Past Papers in Everyday Life
- Chapter 4: Digital Marketing Exam Past Papers in Specific Contexts
- Chapter 5: Conclusion

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