


Name:			
Enrolment No:			
<b>UNIVERSITY OF PETROLEUM AND ENERGY STUDIES</b> <b>End Semester Examination, December 2019</b>			
<b>Course: UNDERSTANDING DIGITAL MARKETING</b> <b>Programme: BBA DIGITAL MARKETING</b> <b>Course Code: MKTG 2006</b>		<b>Semester: III</b> <b>Time: 3.00 Hrs.</b> <b>Max. Marks: 100</b>	
<b>Instructions: Answer all the questions as directed,</b>			
<b>SECTION A</b>			<b>Q1.+2 =20 marks</b>
S. No.	<b>Short Answers ;(5x2=10 marks) Answer All The Questions</b>	<b>Marks</b>	<b>CO</b>
<b>Q 1</b>	Why is it a good idea to spend money on SEO?	<b>2</b>	<b>1</b>
A)			
B)	What are primary Portals?	<b>2</b>	<b>2</b>
C)	What does the term 'integrator' signify? Give at least 1 example.	<b>2</b>	<b>2</b>
D)	What Is SoLoMo	<b>2</b>	<b>1</b>
E)	What do you understand by the term 'disintermediation'?	<b>2</b>	<b>1</b>
<b>Q 2</b>	<b>Answer all the questions .Each question carries 2 marks</b>		
A)	What are electronic wallets? What do you understand by the term 'Share of Wallet'.	<b>2</b>	<b>2</b>
B)	What is the difference between 'Cybermediaries' and traditional 'commission agents'?	<b>2</b>	<b>1</b>
C)	What are CPA, CPC& CPL. Write a few lines on any one.	<b>2</b>	<b>1</b>
D )	Is vision a building block of 'CRM? If yes – why?	<b>2</b>	<b>2</b>
E)	What is the difference between up selling & cross selling?	<b>2</b>	<b>2</b>
<b>SECTION-B</b> <b>Answer All The Questions (2x 10 =20 marks)</b>			<b>20 marks</b>

<b>Q.3</b>	a) What do you understand by the term 'content marketing'? b) What content would you offer to UPES?	<b>5+5 = 10</b>	<b>2,4</b>
<b>Q.4.</b>	a) What is the consumer funnel? b) Illustrate your answer.	<b>5+5=10</b>	<b>3</b>
<b>Answer any Two Questions (2x15=30 marks) Question 6 is compulsory.</b>		<b>30 marks</b>	
<b>Q 5</b>	a) What is the Campaign Management System's primary goal? b) Explain in your own words the functionalities of the Campaign Management System citing the example of the brand 'Amul'.	<b>(5+10=15)</b>	<b>3</b>
<b>Q.5 a</b>	a) What are the main reasons for employee churn in call centers & how would you reduce it. b) What would be the ideal KPIs for Call center employees?	<b>8+7=15)</b>	<b>4</b>
<b>Q.6</b>	Describe the customer's journey from his first visit the vendor's site to Retention.	<b>15</b>	<b>4</b>
<b>SECTION D 30 MARKS</b>		<b>30 marks</b>	
	Read the extract below and answer the following questions;		
<b>Q7a</b>	What is primarily wrong with the extract below?	<b>7</b>	<b>4</b>
<b>Q7b</b>	What was Flipchart's strength? Why did they not leverage it? Was Flipkart selling the right brands?	<b>3+7=10</b>	<b>2,3</b>

<b>Q7c</b>	Was its Consumer relations model right? If you agree or disagree state the same and defend your decision by citing an example from the extract.	<b>3+10=13</b>	<b>3,4</b>
	<p>Flipkart Is an Indian electronic commerce company based in Bengaluru, India? Founded in 2007,</p> <p>The Company initially focused on online book sales with country-wide shipping. In the year 2008, it , was receiving 100 orders per day The company initially focused on book sales, before expanding into other product categories such as :</p> <ul style="list-style-type: none"> <li>• Consumer electronics</li> <li>• Fashion, and</li> <li>• Lifestyle products.</li> </ul> <p>The service competes primarily with Amazon’s Indian subsidiary, and the domestic rival Snapdeal. As of 2017, Flipkart held a 39.5% market share of India's e-commerce industry.</p> <p>Flipkart is significantly dominant in the sale of apparel</p> <p>It was "neck to neck" with Amazon in the sale of electronics and mobile phones.In February 2014, Flipkart partnered with Motorola Mobility to be the exclusive Indian retailer of its Moto G smartphone .Motorola also partnered with Flipkart on the Moto E—a phone targeted primarily towards emerging markets such as India. High demand for the phone caused the Flipkart website to crash following its midnight launch on 14 May.</p> <p>Flipkart subsequently held exclusive Indian launches for other smartphones, including the Xiaomi Mi3 in July 2014 (whose initial release of 10,000 devices sold out in around 5 seconds), the Redmi 1S and Redmi Note in late-2014 (which saw similarly accelerated sellouts), and Micromax's YuYunique 2 in 2017. Flipkart is significantly dominant in the sale of apparel</p> <p>On 6 October 2014, Flipkart held a major sale across the service that it promoted as "Big Billion Day". The event generated a surge of traffic, selling US\$100 million worth of goods in 10 hours. The event received criticism via social media over technical issues the site experienced during the event, as well as stock shortages.</p> <p>Flipkart held a 51% share of all Indian smartphone shipments in 2017, overtaking Amazon India (33%).Flipkart sold 1.3 million phones in 20 hours on 21 September alone</p>		

	for its Big Billion Days promotion Double the number sold on the first day of the event in 2016 (where it sold a total of 2.5 million phones in five days). Flipkart also owns Phone Pe, a mobile payments service based on the Unified Payments Interface (UPI)		
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