UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2017

Program: B.Tech.	Semester – **V**
Subject (Course): CRM & E-Commerce	Max. Marks : 100
Course Code : CSEG 337	Duration : 3 Hrs
No. of page/s:	

Section A

Q1 Objective Type   **(1X20= 20 Marks)**

1. CPA for a campaign can be determined by:
   a) Keyword Planner
   b) Display Planner
   c) Both of These
   d) None of These

2. Which of the following is not a Cryptography Technique?
   a) Caesar's Method
   b) DES
   c) APRA
   d) RSA

3. The 4 classic marketing activities of CRM don't evolve what?
   a) Acquisition
   b) Retention
   c) Extension
   d) Production

4. Which of the following is not an example of Digital Payment?
   a) E-Wallet
   b) Debit Card
   c) Cheque
   d) PayPal

5. Pick the odd one out
   a) Magento
   b) Wordpress
   c) Woo commerce
   d) Joomla

6. How should be the CPA for an Adword campaign?
   a) High
   b) Medium
   c) Low
   d) Average

7. Mobile Commerce doesn't encourage:
   a) App Install
   b) App Engagement
   c) Mobile Optimized Website
   d) In-app purchase

8. Which of the following is not a Payment Gateway?
   a) Payumoney
   b) Western Union
   c) PayPal
   d) Shopify

9. Which is the odd one?
   a) Payment Gateway
   b) Merchant Gateway
   c) Online Gateway
   d) Mobile Gateway

10. Which of the following is a phase of Payment Process?
   a) Acquisition
   b) Remarketing
   c) Reconciliation
   d) Segmentation

Q2 ONE WORD ANSWERS:

1. Name a CRM that have E-commerce Framework.
2. Name a company which provides Payment gateway (*apart from Sec-A, Q.8 options*)?
3. When we take a paid subscription in a mobile app then it is called _____.
4. In reference to CRM, SFA stands for what?
5. Name a secret key encryption system technique.
6. Selection, Acquisition, Extend, and Retention are the type of what?
7. CPM stands for _____?
8. Currency mismatch is involved in what process?
9. Give one word for why do we sell online?
10. Bit Coin is the type of what?

Section B

(ANSWER ANY 5)   **(5X8= 40 Marks)**

1. Discuss the approach for marketing and promotion of E-commerce.
2. Explain Sales Funnel to get a customer. With a Block Diagram.
3. Explain Symmetric and Asymmetric – Key Crypto Currency.
4. Describe the process of Payment Integration for Merchant side.
5. Differentiate between Caesar's Method and Letter Pairing.
6. Give the Difference between:
   a) Maximize Clicks and manual CPC
   b) CTR and CPA
   c) Max CPC and Actual CPC
   d) Interaction and Conversion
7. What is CRM? Describe all the Marketing Applications.

Section C

(Attempt all)   **(2X20= 40 Marks)**

1. What is Payment Gateway? Explain all the phases for Payment Gateway Process.
2. Solve the Following:
   a) Define: Impression, Interaction, Interaction Rate, Cost, Four Bidding Strategies.
   b) Get the exact results for the below table:

Advertiser	CPC	Q.S	Ad Rank	Ad Position	Interaction	Impr	CTR	Avg. CPC	Cost	CPA	Conv.
A	10	?	70	?	80	350	?	?	?	?	16

| B | ? | 4 | 60 | ? | 50 | 300 | ? | ? | ? | ? | 12 |
| C | ? | 6 | 72 | ? | 100 | 500 | ? | ? | ? | ? | 20 |