

# CONFIDENTIAL



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<b>Name of the College</b> (Please tick, symbol is given)	:	SOE		SOB	✓	SOL	
<b>Program</b>	:	BBA E-Business					
<b>Semester</b>	:	3					
<b>Name of the Subject (Course)</b>	:	Technologies of E-Business					
<b>Course Code</b>	:	DSIT 2004					
<b>Name of Question Paper Setter</b>	:	Naveen Chandra Pandey					
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<b>Note: Please mention additional Stationery to be provided, during examination such as Table/Graph Sheet etc. else mention "NOT APPLICABLE":</b>							
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**Note: - Pl. start your question paper from next page**

Roll No: -----



## UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2018

Program: BBA E-Business

Subject (Course): Technologies of E-Business

Course Code : DSIT 2004

No. of page/s: 6

Semester – **III**  
Max. Marks : 100  
Duration : 3 Hrs

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(Please answer the questions **IN CONTEXT**)

### **Section A** (5\*5=25 marks)

Write short notes on any 5:

- |                           |        |                     |        |
|---------------------------|--------|---------------------|--------|
| (a) E-tailer              | [CO 3] | (d) Personalization | [CO 1] |
| (b) Just-in-Time Strategy | [CO 3] | (e) Crowdsourcing   | [CO 4] |
| (c) E-Governance          | [CO 4] | (f) Internet        | [CO 5] |

### **Section B** (3\*15=45 marks)

- 1) Discuss the various E-Commerce Business Models. [CO 3]
- 2) What services are being provided by Amazon Web Services (AWS)? [CO 3]
- 3) What is Cloud Computing? How is this technology beneficial? [CO 2]

### **Section C** (4\*10=40 marks)

*Answer the following questions based on the attached Case.*

- a. Discuss the situation faced by 'Tour My India'. [CO 1]
- b. Analyse the observations by TISIndia about the scenario. [CO 1,5]
- c. How were the problems approached? [CO 5]
- d. Explain briefly:
  - i. Landing Page [CO 1]
  - ii. Organic Search [CO 1]
  - iii. Social Referrals [CO 1]
  - iv. Conversion Rate [CO 1]



Launching a successful digital marketing campaign that lifted conversion rate by 1,407% in just 12 months

## Digital Marketing Case Study

### About Tour My India

Tour My India is a well-known IATO accredited travel brand in India. With a huge share in travel industry, their site has an established consumer share & presence over the web. With the growing success in travel, the company is recently being awarded in the category of “Excellence in Tourism Industry” by World Tourism Brand Academy.



## Marketing Objective

The primary objective for the company was to generate traffic to the site, bring potential leads & spread education on travel.

## Challenge

12 months back when TISIndia was chosen as their Digital marketing partner, the biggest challenge was to bring tourmyindia.com up on top positions from nowhere in Google search, bring conversions through multi-channel marketing within a defined budget in a competitive domain of travel and to bring real traffic that can convert.

## Insights

The first action plan was to do an in depth analysis of the site's current performance & drawbacks, defining the user persona & targets, analysis of the competitors landscape & devising the marketing approach.

Site was low on traffic, not ranking on any of the productive keywords, and hence conversions were very low.

## Services Taken

### Digital Marketing



SEO &  
Analytics



Content  
Marketing



Social Media  
Marketing



Landing Page  
Optimization/CRO



Paid  
Advertising

# Approach

## Content & User Experience, Multi-channel Marketing

Site had an immediate need of optimization, right keyword targets, quality content, conversion friendly landing pages & a planned marketing strategy.

“

*Hiring a dedicated Digital Marketing Team for my project proved to be a right decision. TIS gave us commendable results, high returns on investment & a recognition to our brand*

Vijayendra Thapliyal  
MD Tour My India

### Site Optimization & Content Marketing

We selected productive keywords for the site & optimized it for users considering the latest search engine algorithms. In this process, we restructured the site to improve the user experience, optimized the content, added more information, & published user centric interesting content to bring new visitors, engage them and convert.

### SEO

We also optimized the site for SEO, since it had a lot of scope of driving traffic through search. We pitched the travel articles to relevant media and combined these PR efforts with some blogger outreach.

Many authoritative sites splashed tourmyindia through their pages including Yahoo Voice, Biginsider etc.

### Paid & Social

Along with strategic organic search marketing, TIS india also executed several other campaigns like Paid advertising (search and display) & social media marketing to boost up the user engagement & conversions.

### Landing page optimization

Since, the ultimate goal was to bring sales, the immediate step we took was to optimize the site for conversions that included redesigning the site's primary pages, build smart landing pages for paid campaigns, optimize order process & perform A/B testing.

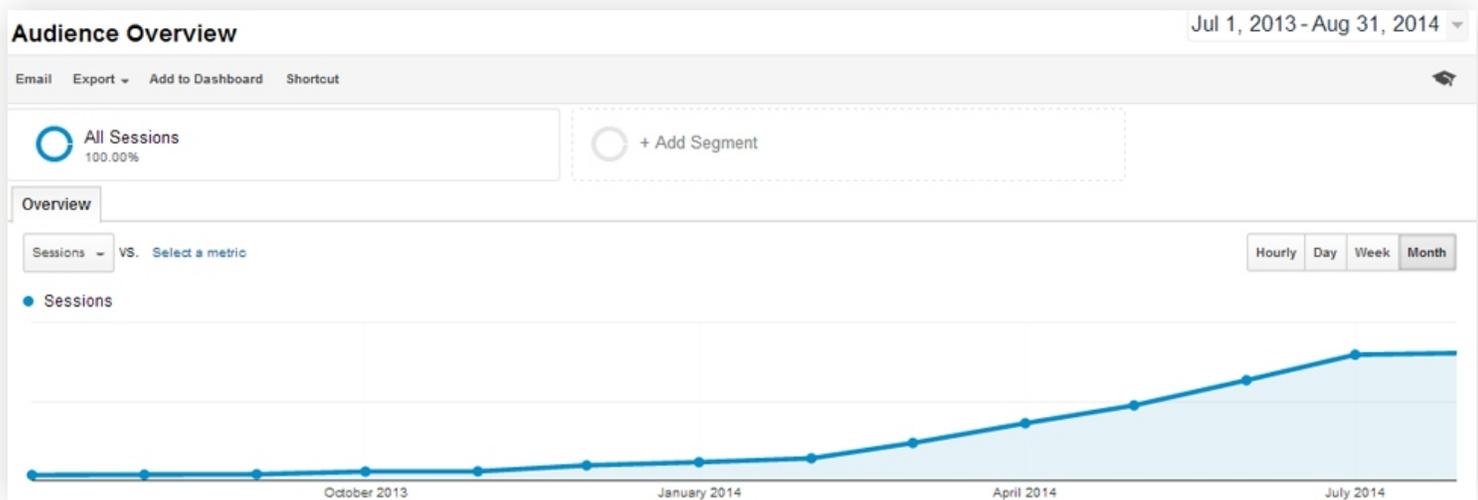
# Results

Traffic **improved by 1,328%**, Conversions by **1,407%**

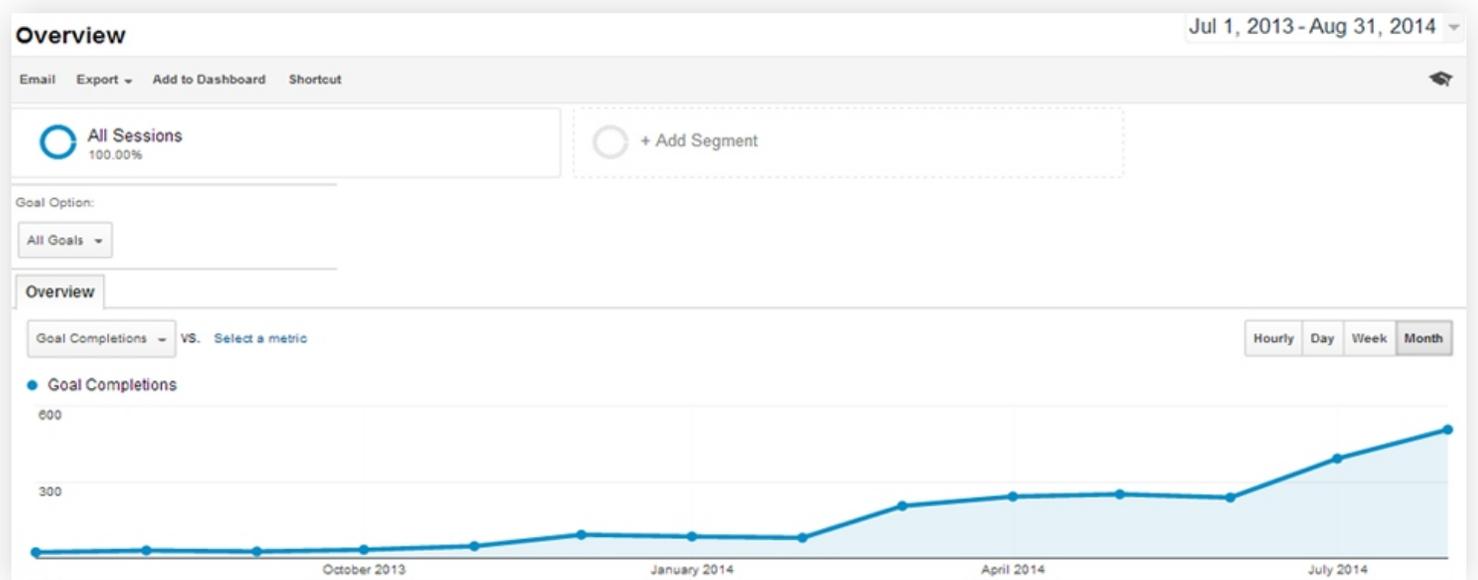
With integrated marketing efforts, continual analysis & smart budget allocation among them, the ROI increased drastically.

Amazing improvement statistics were recorded in the last 12 months of digital marketing campaign:

- Total traffic went up drastically by **1,328%** with **621%** more pageviews showcasing the **improved user experience**.



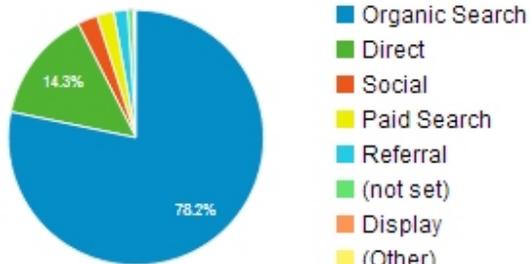
- Conversions improved by **1,466%** in just **3 months**, further improving month over month resulting in **1,407%** more leads in 12 months.



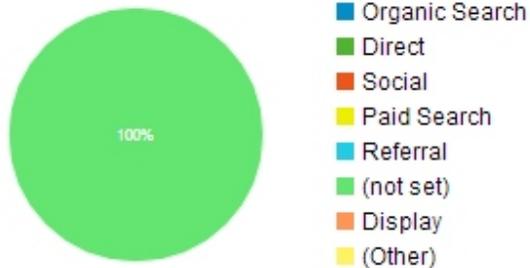
Primary Dimension: Top Channels  
Goal Option: All Goals  
Edit Channel Grouping

### Top Channels

Jul 1, 2013 - Aug 31, 2014



Apr 30, 2012 - Jun 30, 2013



- Site started ranking on top search results on Google & Yahoo, organic traffic started pouring in. **Organic non paid traffic** improved by **1,844%** & leads by an amazing figure of **1,281%**.
- Social media campaigns also performed very well driving **2,912% more traffic** via social referrals & **843% more leads**.