



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MASTER OF BUSINESS ADMINISTRATION TUTORIAL QUESTION BANK

Course Name	:	E-MARKETING
Course Code	:	CMB402
Class	:	IIMBA ISEMESTER
Branch	:	MBA
Academic Year	:	2018 – 2019
Course Coordinator	:	Mrs. K.MAMATHA, Assistant Professor, MBA
Course Faculty	:	Mrs. K.MAMATHA, Assistant Professor, MBA

COURSE OBJECTIVES (COs):

The course should enable the students to:

I	Understand the legal and ethical issues in e-marketing
II	Analyze online marketing and supply chain management.
III	Provides extensive theoretical and practical knowledge of online marketing
IV	Develops marketing skills required for a continuously growing international business environment.

COURSE LEARNING OUTCOMES (CLOs):

Students, who complete the course, will have demonstrated the ability to do the following:

S. No	Description
CMB402.1	Understand the concept, categories, advantages and disadvantages of e-commerce and e-business.
CMB402.2	Examine the growth & development of e-commerce and the importance of traditional commerce.
CMB402.3	Recognize internet connection options, security issues in E-Commerce environment and E-Commerce architectural frame work.
CMB402.4	Discuss encryption techniques payment systems and types of payments like legal, ethical and tax issues in E-Commerce.
CMB402.5	Analyze business models of e-marketing, advertisement methods and strategies online retailing e-auctions.
CMB402.6	Demonstrate the process, types of supply chain management procurement and trends in supply chain management.
CMB402.7	Enumerate online financial services and banking services.
CMB402.8	Express the brokerage, insurance and real estate services.

CMB402.9	Identify the online travel, hospitality and recruitment services.
CMB402.10	Elucidate the publishing, mobile payment services and e-learning.
CMB402.11	State the growth, framework, benefits and limitations of mobile commerce.
CMB402.12	Describe the concepts of mobile network infrastructure, mobile payment models and mobile commerce applications.

TUTORIAL QUESTION BANK

S.No	QUESTION	Blooms Taxonomy Level	Course Learning Outcomes (CLOs)
UNIT-I			
E-BUSINESS OVERVIEW			
PART-A(SHORT ANSWER QUESTIONS)			
1	What is Email deliverability and email open rates: what do these mean?	Remember	CAEC002.01
2	Define E-commerce different from traditional commerce.	Understand	CAEC002.01
3	Explain different is warehousing in a flash sales business from traditional	Understand	CAEC002.01
4	Distinguish some similarities and differences between e-commerce and commerce?	Remember	CAEC002.01
5	What is the next wave of innovation in e-commerce after flash sales and private sales?	Understand	CAEC002.01
6	Explain about Traditional commerce	Remember	CAEC002.01
7	Define the role of e commerce in the field of banking and finance.	Understand	CAEC002.01
8	Discuss about e-commerce development	Remember	CAEC002.01
9	Explain about E-commerce and its features.	Understand	CAEC002.01
10	Define electronic commerce importance and its applications.	Remember	CAEC002.01
11	Discuss about e-commerce international nature of e-commerce.	Understand	CAEC002.01
12	Explain about E-commerce? How does it differ from traditional commerce?	Remember	CAEC002.01
13	Discuss about e-commerce and Give any 2 applications of e commerce.	Understand	CAEC002.01
14	Write about some e-commerce advantages	Remember	CAEC002.01
15	Explain about some e-commerce disadvantages	Understand	CAEC002.01
PART-B (LONG ANSWER QUESTIONS)			
1	Define How would you explain the difference between online and offline marketing?	Understand	CAEC002.01

S.No	QUESTION	Blooms Taxonomy Level	Course Learning Outcomes (CLOs)
2	Define How do you foresee the future of online marketing?	Remember	CAEC002.01
3	Discuss Have you looked at our company website, can you suggest how you would improve it?	Understand	CAEC002.01
4	What are native content business models? List the different types of models in this category	Remember	CAEC002.01
5	Explain What are native transaction business models? List the different types of models in this category	Understand	CAEC002.01
6	What is an Information Exchange Model? Give an example for this model.	Remember	CAEC002.01
7	Explain What are transplanted transaction business models? List the different types of models in this category.	Understand	CAEC002.01
8	What is an Information Exchange Model? Give an example for this model.	Understand	CAEC002.01
9	Explain the role of e commerce in the field of advertising and marketing	Remember	CAEC002.01
10	List the different phases of an e-commerce market element	Remember	
11	List the categories of e commerce business models.	Understand	CAEC002.01
12	Explain the advantages and disadvantages of ecommerce	Remember	CAEC002.01
13	What are the challenges faced by the traditional marketing of a product as	Understand	CAEC002.01
14	Differentiate between infomediary and metamediary business models	Remember	CAEC002.01
15	What are the services provided by web hosting and internet services model?	Understand	CAEC002.01
UNIT-II			
E-BUSINESS INFRASTRUCTURE			
PART-A(SHORT ANSWER QUESTIONS)			
1	Write about the various components of electronic commerce applications?	Remember	CAEC002.06
2	Explain is the importance of JIT delivery in B2B E-commerce?	Understand	CAEC002.06
3	Discuss about the characteristics of internet-based EDI?	Remember	CAEC002.05
4	What are the classifications of E-commerce field by the nature of the transactions?	Remember	CAEC002.02
5	Why do the companies usually choose to implement SAP?	Understand	CAEC002.06
6	Define the need of collaborative computing?	Remember	CAEC002.04
7	What do you mean by Supply Chain Execution Framework?	Understand	CAEC002.04

S.No	QUESTION	Blooms Taxonomy Level	Course Learning Outcomes (CLOs)
8	Explain about the major methods used for advertisement?	Understand	CAEC002.06
9	Content Marketing, Collaborative Computing	Remember	CAEC002.03
10	Discuss the E-commerce Architecture and its components in detail with the help of a diagram.	Understand	CAEC002.05
11	Explain the Architectural framework for electronic commerce.	Understand	CAEC002.03
12	Discuss in detail about Internet Service provider's role in EC.	Remember	CAEC002.03
13	What are the opportunities provided by www to Business? State limitations of Website Marketing.	Remember	CAEC002.03
14	Explain the framework and components of E-Commerce architecture.	Understand	CAEC002.03
15	How does E-Commerce differ from traditional E-Commerce	Remember	CAEC002.03
PART-B(LONG ANSWER QUESTIONS)			
1	What are the key technologies for B2B E-commerce? Explain architectural models of B2B E-commerce.	Remember	CAEC002.06
2	Describe the functional requirements for online selling and what specialized services and servers perform these functions	Remember	CAEC002.06
3	Who are the stakeholders in E-Commerce information system? Explain the benefits and limitations of E-commerce	Understand	CAEC002.05
4	Explain the concept of "Business Content" in SAP Business Information Warehouse.	Understand	CAEC002.06
5	Explain the concept of business process reengineering and its relationship with the productivity paradox and ERP	Remember	CAEC002.06
6	Once a company has acquired customer, the key to maximizing revenue is keeping them. Explain how e-commerce is helpful in customer retention?	Understand	CAEC002.06
7	What do you understand by WWW? What is the use of hypertext links in Internet access	Remember	CAEC002.02
8	Discuss the E-commerce Architecture and its components in detail with the help of a diagram.	Understand	CAEC002.04
9	What are the four types of consumer oriented applications of E-commerce? Discuss them briefly.	Remember	CAEC002.04

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10	How is e-mail useful for E-Commerce? Is it secure to transact through email? Explain.	Remember	CAEC002.06
11	How does Internet based advertising capable of competing with commercial advertising?	Understand	CAEC002.06
12	Explain the role and support of E-Commerce in the following applications (i) Real estate business (ii) Insurance sector (iii) Jobs and employment sites (v) Travel	Analyze	CAEC002.06
13	Do you charge “bill backs,” or are all charges related to a transaction billed in the same month?	Remember	CAEC002.07
14	What rates or fees do you charge when I swipe credit cards, enter them manually (key-enter) or accept them online?	Understand	CAEC002.07
15	Describe the Intellectual property issues that might arise in the operation of the Web site	Understand	CAEC002.07
UNIT-III			
ONLINE MARKETING AND SUPPLY CHAIN MANAGEMENT			
PART-A(SHORT ANSWER QUESTIONS)			
1	How do we achieve workflow automation in e-business environment?	Remember	CAEC002.08
2	Explain the role of EC in i) supply chain management ii) Retailing	Remember	CAEC002.08
3	Discuss e-governance and Explain the Business to Administration model.	Understand	CAEC002.08
4	What is electronic Payment? What are its characteristics?	Understand	CAEC002.08
5	What is electronic money? How it is secure from traditional money.	Remember	CAEC002.08
6	Discuss the basic requirements of an online payment system.	Understand	CAEC002.08
7	Write note on designing E payment.	Remember	CAEC002.08
1	Discuss the role of advertising in the marketing mix.	Remember	CAEC002.08
2	What qualities does a person need to be successful in the field of advertising?	Remember	CAEC002.08
3	Differentiate the Branding techniques used by different media organizations	Understand	CAEC002.08
4	What are the major methods used for advertisement?	Understand	CAEC002.08
5	Explain E-shopping? What are the advantages and disadvantages of shopping?	Remember	CAEC002.08

S.No	QUESTION	Blooms Taxonomy Level	Course Learning Outcomes (CLOs)
6	Discuss the various basis of classification of advertising. Give examples.	Remember	CAEC002.08
7	What do you mean by Supply Chain Execution Framework?	Understand	CAEC002.08
PART-B (LONG ANSWER QUESTIONS)			
1	Briefly explain about Supply Chain Management? Why is it important in e-business environment?	Understand	CAEC002.08
2	Discuss in detail about the security issues for which electronic cash is transferred Over internet with an example.	Remember	CAEC002.08
3	Explain briefly the role of E-Commerce in the Supply Chain Management	Understand	CAEC002.08
4	What is Smart card? Explain step by step by procedure to define the working of Payment by Smart card.	Remember	CAEC002.08
5	Describe the process to make a transaction by using Electronic cash. Explain the Advantages of Electronic Cash.	Remember	CAEC002.08
6	Briefly examine the various stages of product life cycle and state corrective advertising measures?	Understand	CAEC002.08
1	Rural advertising has a much wider scope than industrial advertising in India. Do you agree with this statement? Comment/	Understand	CAEC002.08
2	How will the roles of advertising differ when the product involved is of a retailer and an industrial advertiser?	Understand	CAEC002.08
3	What is advertising effectiveness? State and explain the pre testing methods of evaluating advertising effectiveness.	Understand	CAEC002.08
4	Why is it necessary to evaluate advertising? What are the different methods of evaluation?	Understand	CAEC002.08
5	Which kinds of firms are likely to invest in advertising and sales experiments? the problems and limitations of such experiments?	Understand	CAEC002.08
6	Discuss in detail the concept of supply chain planning and implementation.	Remember	CAEC002.08
7	What are the challenges for Supply Chain Management activities faced in India?	Remember	CAEC002.08
8	Describe the functional requirements for online selling and what specialized services and servers perform these functions	Remember	CAEC002.08
9	The public is highly concerned with the safety of e-payment. What are the	Remember	CAEC002.08

S.No	QUESTION	Blooms Taxonomy Level	Course Learning Outcomes (CLOs)
	specific measures put forward in the Guidance in this respect?		
10	Rural advertising has a much wider scope than industrial advertising in India. Do you agree with this statement? Comment/	Remember	CAEC002.08
UNIT-IV			
ONLINE SERVICES			
PART-A(SHORT ANSWER QUESTIONS)			
1	Define sales promotion. State the characteristics of sales promotion?	Remember	CAEC002.11
2	Explain the sales promotion in the Indian context in detail.	Understand	CAEC002.11
3	Explain different elements of consumer sales promotion in markets.	Remember	CAEC002.11
4	What are the objectives of sales promotion in promotional mix?	Understand	CAEC002.11
5	If you are a marketing manager of a company, which methods do you use to set sales promotion budget?	Understand	CAEC002.11
6	How do you design sales promotion program in a FMCG organization?	Remember	CAEC002.09
7	Write about the advantages and disadvantages of sales promotion in integrated marketing communication?	Understand	CAEC002.09
8	Discuss the characteristics of direct marketing in integrated marketing communication?	Remember	CAEC002.09
9	Explain the types of direct marketing in marketing communication?	Understand	CAEC002.09
10	How direct marketing is different from mass marketing in communication?	Remember	CAEC002.09
11	What are the mass marketing media and unconventional media tools used in direct marketing?	Understand	CAEC002.09
12	What are the advantages and disadvantages of direct marketing in marketing communication?	Remember	CAEC002.09
13	What is personal selling? Discuss the nature of personal selling?	Understand	CAEC002.09
14	Explain the quantitative and qualitative objectives of personal selling in marketing communication.	Remember	CAEC002.09
15	Explain about AIDA's theory in personal selling in setting the objectives.	Understand	CAEC002.09
16	What are the merits and demerits of personal selling in marketing	Remember	CAEC002.09

S.No	QUESTION	Blooms Taxonomy Level	Course Learning Outcomes (CLOs)
	communication?		
PART-B(LONG ANSWER QUESTIONS)			
1	Write in detail about how tourism industry can gain advantage in its economics using EC.	Understand	CAEC002.09
2	What is electronic marketing? Describe various tools used for electronic marketing.	Remember	CAEC002.11
3	Explain the link between e-marketing and e-business and why they may be considered separately.	Understand	CAEC002.12
4	Describe the Search Engine Marketing and Email Marketing	Remember	CAEC002.09
5	What are the requirement metrics of Electronic Payment System and Explain any two Payment System in detail.	Understand	CAEC002.10
6	Explain the steps involved in direct marketing process in detail in integrated marketing communication.	Understand	CAEC002.09
7	Define sales promotion. Discuss the various categories of sales promotion targeted at different elements of markets?	Remember	CAEC002.09
8	Explain the media used in direct marketing. Write advantages and disadvantages of these media?	Remember	CAEC002.12
9	Define personal selling. What are the various qualities and traits of good salesman in personal selling?	Remember	CAEC002.11
10	Discuss the steps in the selling process that sales person must master to focus on the goal of getting new customers and obtaining orders?	Understand	CAEC002.12
11	Discuss any two theories of personal selling?	Understand	CAEC002.12
12	Explain briefly various sponsorships used in unconventional promotional media in marketing communication mix.	Remember	CAEC002.12
UNIT-V			
MOBILE COMMERCE			
PART-A(SHORT ANSWER QUESTIONS)			
1	What are the phases that make up the E-cycle of Internet Marketing?	Understand	CAEC002.12
2	Explain Concept of Internet Banking and Mobile Banking	Understand	CAEC002.12
3	Define sales promotion. State the characteristics of sales promotion?	Understand	CAEC002.12
4	Explain the sales promotion in the Indian context in detail.	Remember	CAEC002.12

S.No	QUESTION	Blooms Taxonomy Level	Course Learning Outcomes (CLOs)
5	Explain different elements of consumer sales promotion in markets.	Remember	CAEC002.12
6	What are the objectives of sales promotion in promotional mix?	Understand	CAEC002.12
7	If you are a marketing manager of a company, which methods do you use to set sales promotion budget?	Remember	CAEC002.12
8	How do you design sales promotion program in a FMCG organisation?	Understand	CAEC002.12
9	Write about the advantages and disadvantages of sales promotion in integrated marketing communication?	Understand	CAEC002.12
10	Discuss the characteristics of direct marketing in integrated marketing communication?	Remember	CAEC002.12
PART-B(LONG ANSWER QUESTIONS2)			
1	Explain benefits of having a Website for E-commerce. What are steps involved in Planning a Website?	Remember	CAEC002.11
2	State benefits and limitations of Internet form Business Point of View. What are the reasons of Growth of Business through Internet?	Remember	CAEC002.11
3	Explain benefits of having a Website for E-commerce. What are steps involved in Planning a Website?	Understand	CAEC002.11
4	What is federal regulation? Discuss in detail about the federal trade commission and state its current status in ethical issues of advertising?	Understand	CAEC002.11
5	Explain the importance of Lanham act in social and ethical aspects of advertising other than the additional federal regulatory agencies.	Remember	CAEC002.11
6	What do you mean by advertising regulation? Describe the importance of advertising standards council of India in controlling of ethics of advertising?	Understand	CAEC002.11
7	“Advertising should not offend against morality, decency and religious susceptibilities of the people” discuss the regulatory code relates to this statement?	Understand	CAEC002.11
8	Define sales promotion. State the rules, regulations and guidelines that affect the sales promotion in integrated marketing communication?	Remember	CAEC002.11
9	Explain the techniques used by the advertisers and changes against advertising in integrated marketing communication impact on society and their social and ethical criticisms in .detail.	Understand	CAEC002.12
10	Define ethical aspects? Illustrate the ethical aspects of advertising and truth	Remember	CAEC002.12

S.No	QUESTION	Blooms Taxonomy Level	Course Learning Outcomes (CLOs)
	in advertising with an example?		
11	What is advertising to children? Write the scope and legislation in advertising to children relating to the alleged influence on children's consumption?	Understand	CAEC002.12
12	Explain controversial product? Describe the nature of controversial products which influence the promotional tools in integrated marketing communication?	Understand	CAEC002.12
13	State the various approaches that are used in the industry to address the controversial messages to influence large groups of people?	Remember	CAEC002.12
14	What is federal regulation? Discuss in detail about the federal trade commission and state its current status in ethical issues of advertising?	Understand	CAEC002.12

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