



## IDEA INSTITUTE OF MANAGEMENT & TECHNOLOGY

3rd Floor, Kamar Trust Building, Aroma High School, Usmanpura, Ashram Road, Ahmedabad - 380013.  
☎ : 2755 2040, 2755 2600, 9727 411 411 • www.ideaindia.org • info@ideaindia.org

### E-MARKETING

9:00am to 11:00am

Semester – IV (MARKETING)

June 13, 2010

#### SECTION A (ONE MARKS)

- (1) Which of the given statement is False?  
(a) differentiation strategies are particularly important for e marketing  
(b) traditional marketing strategy revolves around company image and [product information available on the web.  
(c) price is less used for differentiation and the barriers to entry are decreasing on the internet.  
(d) all of the above  
Answer : B
- (2) What are the key features of positioning?  
(a) It is now defined as the process of creating a desired image among its computers in the public's mind.  
(b) it is the process of creating this image  
(c) both a and b  
(d) none of the above  
Answer : C
- (3) It enables companies willing to abide by strict standards for commercial email to demonstrate their commitment by posting the TRUSTe.  
(a) Trusted Download Program  
(b) Email privacy seal  
(c) both a and b  
(d) none of the above  
Answer : B
- (4) It is the process consumers go through to purchase products or services over the internet.  
(a) internet shopping  
(b) supply chain management  
(c) online marketing  
(d) e-mail  
Answer : A
- (5) It applies both to internet e-mail system based on the simple mail transfer protocol and to intranet system allowing users within one organization to e-mail each other.  
(a) Voice over Internet Protocol  
(b) Content management systems  
(c) E-mail  
(d) web conferencing  
Answer : C
- (6) What are the factors that to be considered for geographic segment pricing?  
(a) pricing differs by geographic area  
(b) may vary by country  
(c) may reflect higher costs of transportation, tariffs, margins etc.  
(d) all of the above

Answer : D

(7) It is the abuse of electronic messaging systems to incrementally send uncollected bulk messages.

- (a) click fraud
- (b) click wrap agreement
- (c) spamming
- (d) open data

Answer : C

(8) It is broad term that covers concepts used by companies to manage their relationships with customers, including the capture, storage and analysis of customer

- (a) Customer relationship management
- (b) Enterprise resource planning
- (c) document management systems
- (d) human resource management

Answer : A

(9) What are the features of encryption?

- (a) it is defined as the conversion of data into a form called a cipher
- (b) it cannot be easily intercepted unless an individual is authorized by the program or company
- (c) both a and b
- (d) none of the above

Answer : A

(10) What are the benefits of e-marketing?

- (a) Reduction in costs through automation and use of electronic media
- (b) Faster response to both markets and the end user
- (c) Increased interactivity
- (d) all of the above

Answer : D

(11) It is unique to the online environment.

- (a) Integrated Marketing Communication
- (b) Marketing Communication
- (c) AIDA Model
- (d) Search Marketing

Answer : D

(12) These are messages and related media used to communicate with a market.

- (a) Integrated Marketing Communication
- (b) Marketing Communication
- (c) AIDA Model
- (d) Internet Advertising

Answer : B

(13) These are customer value segments based on the recognition that not all customers provide equal value to the firm.

- (a) value segment pricing
- (b) negotiated pricing
- (c) geographic segment pricing

(d) none of the above

Answer : A

(14) What are the external market factors placing downward pressure on prices and contribute to efficiency.

- (a) shopping agents such as "pricescan"
- (b) reverse auctions
- (c) competition
- (d) all of the above

Answer : D

(15) It is a group of people that primarily interact via communication medias such as letters, telephone email.

- (a) virtual communities
- (b) collaboration platforms
- (c) third-party marketplaces
- (d) none of the above

Answer : A

(16) These are the websites that feature links to numerous online shopping sites.

- (a) e-shops
- (b) e-procurement
- (c) e-mails
- (d) e-auctions

Answer : C

(17) It is the process consumers go through to purchase products or services over the internet.

- (a) e-shops
- (b) e-procurement
- (c) e-mails
- (d) e-auctions

Answer : A

(18) This model seeks to drive a high volume of traffic to one site; the affiliate model provides purchase opportunities wherever people may be surfing.

- (a) affiliate model
- (b) community model
- (c) subscription model
- (d) utility model

Answer : A

(19) It is a term used in e-marketing.

- (a) interactive advertising
- (b) banner ads
- (c) permission marketing
- (d) viral marketing

Answer : C

(20) What are the internal processes involved in the internet technology?

- (a) self-service order processing

- (b) overhead  
(c) customer service  
(d) all of the above

Answer : D

SECTION B

- (21) \_\_\_ is when everyone pays the same price.  
(a) fixed pricing  
(b) dynamic pricing  
(c) both a and b  
(d) none of the above

Answer : A

(22) It occurs when special software tracks a user's movements through a web site, then compiles and reports on the data at a moment's notice.

- (a) e-mail database  
(b) collaborative filtering  
(c) real-time profiling  
(d) data mining

Answer : C

(23) \_\_\_ include product quality and features.

- (a) Attributes  
(b) branding  
(c) labeling  
(d) none of the above

Answer : A

(24) \_\_\_ is where people actually buy.

- (a) product  
(b) price  
(c) place  
(d) promotion

Answer : C

(25) \_\_\_ is set on strategic level in addition to traditional marketing and business strategy

- (a) e-marketing  
(b) interactive marketing  
(c) e-business  
(d) e-commerce

Answer : A

(26) \_\_\_ shows us what we must avoid or overcome.

- (a) strength  
(b) weaknesses  
(c) opportunities  
(d) threats

Answer : B

(27) \_\_\_ is conducted to explore a problem to get some basic idea about the solution at the preliminary stages of research.

- (a) marketing research system  
(b) exploratory research  
(c) both a and b  
(d) none of the above

Answer : B

(28) \_\_\_ developed by Feeny helps companies define their customers and products in order to determine the degree of differentiation required.

- (a) enhancing the selling process  
(b) enhancing the customer buying process  
(c) enhancing the customer usage experience  
(d) all of the above

Answer : D

(29) \_\_\_ is computer software that is installed surreptitiously on a personal computer to intercept or take partial control over the user's interaction with the computer, without the user's informed consent

- (a) spyware  
(b) malware  
(c) web bug  
(d) social engineering

Answer : A

(30) It takes customer orders to buy or sell a product or service, including terms like price and delivery.

- (a) marketplace exchange  
(b) buy/sell fulfillment  
(c) demand collection system  
(d) auction broker

Answer : B

(31) What are the key questions involved in strategic planning?

- (a) what do we do?  
(b) for whom do we do it?  
(c) how do we excel  
(d) all of the above

Answer : D

( ) SECTION C

(32) It is a system of interlinked, hypertext documents accessed via the internet.

- (a) wi-fi  
(b) e-mail  
(c) The World Wide Web  
(d) Remote access

Answer : C

(33) Which of the given statements is False?

- (a) e-mails are web sites that feature links to numerous online shopping sites  
(b) e-shopping is the process consumers go through to purchase products or services over the telephone  
(c) the virtual value chain is a business model for the information services industry.

(d) none of the above

Answer : B

(34) .Which of the given statement is True?

(a) Interactive advertising affords the markets the ability to engage the consumer in indirect and personal way

(b) Over the new, advertising and promotion is likely to have a slower impact than an offline campaign

(c) Newspaper advertising has a long lead time and hence is not suitable for products with fluctuating prices when the market is price sensitive

(d) all of the above

Answer : A

(35) Which of the following is the transactional function?

(a) logistical functions

(b) physical distribution

(c) both a and b

(d) none of the above

Answer : C

(36) This refers to the state of having too much information to make a decision or remain informed about topic.

(a) information overload

(b) bunkering

(c) security and privacy concerns

(d) none of the above

Answer : A

(37) These are used for search engine optimization to improve ranking on search engines like google, yahoo.

(a) Cyber squatting

(b) web scraping and web spidering

(c) e mail spoofing

(d) meta elements

Answer : D

(38) It is a technique of fraudulently obtaining private information.

(a) pretexting

(b) phishing

(c) phone phishing

(d) trojan horse

Answer : B