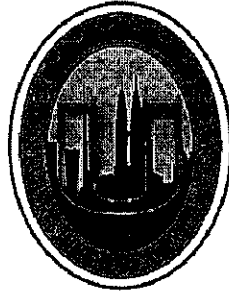


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UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION
JANUARY 2016 SEMESTER

SUBJECT CODE : ECB20403
SUBJECT TITLE : E-MARKETING
LEVEL : BACHELOR
TIME / DURATION : 9.00 AM - 12.00 P.M. / 3 HOURS
DATE : 23rd MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please CAREFULLY read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of ONE (1) section ONLY.
4. Answer ALL questions.
5. Please write your answers on the answer booklet provided.
6. Answer all questions in English language ONLY.
7. This question paper must not be removed from the examination hall.

THERE ARE 2 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

Total: 100 marks.

INSTRUCTION: Answer ALL questions.
Please use the answer booklet provided.

Question 1

Discuss the concept of the following e-marketing terms:

- A. Brand Name (5 marks)
- B. Brand Extension (5 marks)
- C. Co-Branding (5 marks)
- D. Labeling (5 marks)

(Total: 20 marks)

Question 2

Both buyer and seller have their own perspectives when it comes to competitive price. Describe **buyer view** and **seller view** on online competitive price.

(20 marks)

Question 3

Tesco has a total of 250,000 employees and operated in 12 other countries besides the United Kingdom. In the UK itself, Tesco has a total of 1,800 stores and they handled about 1 million paper documents every year mainly invoices and credits with their suppliers. In order to reduce the paper documents handling, Tesco implemented Electronic Data Interchange (EDI). Discuss your understanding on Electronic Data Interchange, the benefits of EDI and finally, the **THREE (3)** key variables of EDI.

(20 marks)

Question 4

Customer Relationship Management (CRM) empowers organizations to manage their relationship with their customers from all aspect, to ensure retention and promoting customer satisfaction. CRM's primary capability pillars are marketing, sales and support. Marketing team uses CRM tool to target prospects, develop campaign and manage marketing leads. Sales use CRM to automate sales activities. Due to their importance, organizations are investing heavily in the CRM software. Gartner Group Inc (2010) has identified nine important CRM components used for E-Marketing. Explain your understanding on these **NINE (9)** building blocks for successful CRM.

(20 marks)

Question 5

Ms Anis and Ms Aini wanted to start their business in organic skincare products; A&A Enterprise. Both of them are considering and evaluating to do their advertising and promoting the new skincare products online. They finally decided to use social media due to the effectiveness and efficiency of the medium in creating awareness towards their products and subsequently to contribute to their sales. From your perspectives, please explain briefly about social media and the benefits of using them in advertising and promotion. In addition, discuss **FIVE (5)** different types of social media and give example in your discussion.

(20 marks)

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END OF EXAMINATION PAPER

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