

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Level II, Semester VI September/October 2010

Major/Compulsory

MKT 2205 – Virtual Marketing

Two (02) Hours

Answer any FOUR (04) Questions

1. "E-marketing is the use of information technology in the processes of creating, communicating, and delivering value to customers, and managing customer relationships in ways that benefit the organization and its stakeholders."

- i. Using product, process and player dimensions explain "brick-and-mortar organizations", "click -and-brick organizations", and "virtual organizations" with appropriate examples.

(12 Marks)

- ii. Discuss the main challenges faced by marketers in the Internet age.

(13 Marks)

(Total: 25 Marks)

2. "The emergence of e-marketplaces (marketspaces) changed several of the processes used in the off-line marketing."

- i. Briefly describe components of e-marketplaces.

(06 Marks)

- ii. Explain the advantages of e-marketplaces to both sellers and buyers.

(08 Marks)

- iii. Identify two types of e-marketplaces and explain them with appropriate examples by considering B2B and B2C marketing.

(11 Marks)

(Total: 25 Marks)



3. Michael de Kare Silver (1998) devised a framework to determine a product's online aptness, which is called "Electronic Shopping Test (EST).

- i. Describe the elements of EST and explain how they determine the product's suitability for online sales.

(10 Marks)

- ii. Identify and explain the factors affecting customer satisfaction in internet shopping.

(15 Marks)

(Total 25 Marks)

4. i. As a consumer, would you be more likely to buy from a Web site displaying the TRUSTe seal and logo than from a competing Web site without the TRUSTe affiliation? Justify your answer.

(06 Marks)

- ii. An important aspect of marketing is knowledge about potential customers Explain how biometric marketing helps gather information about the visitors to your website.

(06 Marks)

- iii. Many traditional differentiation strategies can be applied to an e-marketing strategy. Although these strategies are effective in both online and off-line differentiation, e-marketing requires some additional and unique differentiation strategies. Identify four (04) unique e-marketing differentiation strategies and explain them briefly.

(13 Marks)

(Total: 25 Marks)

- 5 Although price setting is full of contradictions, experts believed that it has become nearly as much art as science.

- i. Describe two pricing methods widely used in online marketing.

(08 Marks)

- ii. "Still many consumers are reluctant to entrust their credit card details to e-marketing operating over the Internet." Do you agree with this statement? Precisely explain your answer.

(09 Marks)

- iii. Name and briefly explain four (04) Sri Lankan legal enactments that facilitate e-government and e-business in the country.

(08 Marks)

(Total: 25 Marks)

6 Write short notes on any FOUR of the following.

- i. Semantic Web
- ii. Denial of service (DoS) attack
- iii. Opt-in-emails
- iv. Click-through ratio
- v. Cookie
- vi. Wiki (wikilog)

(Total: 05X5 = 25 Marks)