



069

SABARAGAMUWA UNIVERSITY OF SRI LANKA  
FACULTY OF MANAGEMENT STUDIES  
BSc DEGREE PROGRAMME IN MARKETING MANAGEMENT  
YEAR II SEMESTER II EXAMINATION – MARCH/APRIL 2017

**E-MARKETING – MM 2232**

Time allowed: **THREE (3) hours**

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Answer **ANY FIVE (05)** questions. All questions carry equal marks.

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- 1 “Developments in the emerging technologies associated with social networking, Internet and mobile telephones are now changing business processes within organizations.”
  - i Do you agree with the above statement? Briefly explain your answer. (03 Marks)
  - ii Briefly explain three major impacts of the Internet on marketing functions of an organization. (05 Marks)
  - iii Discuss two potential security problems you see in the increasing use of such technology in business? (04 Marks)
- 2
  - i Define the concept of digital divide. (03 Marks)
  - ii Briefly explain three major effects of digital divide on E-commerce and E-marketing. (06 Marks)
  - iii “The Internet has created a homogeneous global marketplace.”  
Do you agree with the above statement? Briefly explain your answer. (03 Marks)
- 3
  - i Why do entrepreneurs seek funding prefer a venture capital e-marketing plan than a napkin plan? (04 Marks)
  - ii If you have money to invest, what would you look in a venture capital e-marketing plan? Briefly explain your answer. (05 Marks)
  - iii “It is important for e-marketers to specify not only the task but also the measureable quantity and time frame for accomplishing an objective when setting up an e-marketing plan.”  
Do you agree with the above statement? Briefly explain your answer. (3 Marks)

- 4 i Using appropriate criteria distinguish between primary data and secondary data. (04 Marks)
- ii Briefly explain strengths and weaknesses of the Internet as a primary data collection medium? (05 Marks)
- iii "There are limitations for undertaking marketing research on the general population on the Internet."  
Do you agree with the above statement? Briefly explain your answer. (03 Marks)
- 5 Your company is going to setup a Website to attract potential customers towards the company. Yet, there is a considerable concern about getting lost in cyber-marketplace. Customers always complain that they keep trying to use the Internet but cannot find the information they are looking for.
- i By using appropriate criteria distinguish between informational Websites and transactional Websites (04 Marks)
- ii Explain how the above issue can be addressed, in order to attract new customers, move into different market segments and increase profitability. (05 Marks)
- iii "Website development is a technical task as well as a management task".  
Do you agree with the above statement? Briefly explain your answer. (03 Marks)
- 6 i Explain the concept of market segmentation. (03 Marks)
- ii Define the four main segmentation bases and list at least two segmentation variables for each. (06 Marks)
- iii "Market segmentation plays a vital role in developing e-marketing strategies."  
Do you agree with the above statement? Briefly explain your answer. (03 Marks)
- 7 i Explain the concept of e-WOM (electronic word-of-mouth). (03 Marks)
- ii How do e-WOM and consumer generated content change the way marketers operate? Briefly explain your answer with appropriate examples. (05 Marks)
- iii "Consumers trust each other more than they trust companies."  
Do you agree with the above statement? Briefly explain your answer. (04 Marks)