

[Time: 2½ hours]

[Marks:75]

- Please check whether you have got the right question paper.
- N.B:
1. Figures to the right indicate full marks.
 2. Draw suitable diagrams wherever necessary.
 3. Use of simple calculator is allowed.
 4. Illustrate your answers with examples.



Q1. Case Study

1. Packaged Diet Drink

OR

2. E-Wallet

Keeping in mind the following brief

(15)

1. Product Offering (04)
2. Lead Generation (3.5)
3. Database Management (04)
4. Methodology and Channels used (3.5)

Q2. Answer the following

- a. Calculate the lifetime value of Ms. Poonam Pandey as on 2010 from the following given data (10)

Particulars	2008	2009	2010	2011	2012	2013
Indirect Cost	-	6,000	11,000	8,000	7,000	5,000
Direct revenue	7,000	5,000	15,000	-	6,000	3,000
Bad Debts	3,000	-	6,000	4,000	5,000	2,000
Sales	1,05,000	1,35,300	1,86,500	2,03,400	2,32,300	3,01,100
Discount	4,000	8,000	5,000	1,000	2,000	-
Telemarketing	6,000	10,000	9,000	9,000	8,000	6000

Note: 1.All figures in the table are in Rupees.

2.Discount is 10%

- b. State the impact of e-commerce on the global economy.

(05)

OR

- c. Explain the term direct marketing? Bring out the importance of direct marketing?

(08)

- d. What is E-commerce? Discuss in detail various features of E-commerce.

(07)

Q3. Answer the following

- a. In the age of cashless economy, explain the different payment systems build by companies to facilitate easy transaction.

(08)

- b. Discuss in detail, how customer mix and managing the key customers plays an important role towards building Customer Relationship management (CRM) for marketer.

(07)

OR

- c. Explain the process of payment gateway in detail with examples. (08)
- d. Define E- Business. Discuss different phases of launching an E-Business with special reference to women apparel brand. (07)

Q4. Answer the following

- a. Describe the relationship of Integrated Marketing Communication (IMC) with Direct Marketing. (08)
- b. Explain in detail various steps in developing a database used by a direct marketer to sustain in market. (07)

OR

- c. What is web design? Demonstrate the various principle of web design considered by web designer of a company. (08)
- d. What is Internet? Explain how companies use Internet to promote products? (07)

Q5. a. Write Short Notes on (ANY THREE) (15)

1. Trademark and Copyright.
2. Cross-selling and Up-selling.
3. Supply chain management.
4. Growing importance of social media.
5. Product customization.
