



E-marketing

1st Exam

Student Name: **Answers**

Student ID : _____

Part 1 : T/F

1	2	3	4
T	T	T	T
5	6	7	8
T	F	T	T

Part 2 : Multiple choice (a,b,c,d)

1	2	3	4	5
A	B	A	D	B
6	7	8	9	10
A	D	D	C	D

Grading:

	Points	Student Points
Part 1	4	
Part 2	5	
Part 3	16	
Total	25	

Part 1: T/F _____ 4 points

1. The internet provides individual users abilities to access information, entertainment, and communication. **T**
2. The internet has shifted power from sellers to buyers. **T**
3. Co-creation occurs when users help marketers develop products or advertising. **T**
4. The ad hoc, napkin plan is a quick method used by entrepreneurs to communicate their ideas to clients, partners, or investors. **T**
5. Venture capitalists usually will nurture a business and be willing to help in times of trouble. **T**
6. E-marketing plans must focus on a single objective only. **F**
7. Companies often consider market similarities across different countries in order to evaluate entry risks. **T**
8. The mass distribution of unsolicited electronic mail is often referred to as *spam*. **T**

Part 2: Multiple Choice Questions (MCQ) _____ 5 points

- (1) _____ is the subset of e-business focused on transactions.
 - a. **E-commerce**
 - b. E-marketing
 - c. Digital technology
 - d. Environment, Strategy, and Performance (ESP)
- (2) _____ are specific measures designed to determine web site success in terms of various factors, such as number of site visitors, length of time spent browsing a site, number of comments posted, and time spent watching a video.
 - a. Segmentation variables
 - b. **Metrics**
 - c. ESP model
 - d. Site stickiness
- (3) The _____ is a blueprint that links the firm's e-business strategy with technology driven marketing strategies and details the plan for implementation.
 - a. **e-marketing plan**
 - b. business model
 - c. situation analysis
 - d. strategic plan
- (4) The two most common types of e-marketing plans are known as the venture capital plan and the _____.
 - a. Nike plan
 - b. tablecloth plan
 - c. strategic plan
 - d. **napkin plan**

- (5) Venture capitalists expect to _____.
a. get their money out of an investment immediately
b. get their money out of an investment within a few years
c. take over ownership of their investments
d. see a return on every investment they make
- (6) The strategy of applying different price levels for different customers or situations is known as _____.
a. dynamic pricing
b. online bidding
c. direct marketing
d. agent e-business models
- (7) Formulating an objective should take into consideration all of the following elements except _____.
a. task
b. measurable quality
c. time frame
d. cost
- (8) Emerging economies _____.
a. have low levels of GDP
b. are experiencing rapid growth
c. are working toward improved standards of living for their citizens
d. all of the above
- (9) E-marketers working in emerging economies should know and understand _____.
a. how many credit cards are in circulation
b. consumer attitudes toward credit card purchases
c. all of the above
d. none of the above
- (10) Saudi Aramco has high qualified employees, this consider as:
a. Threat
b. Opportunity
c. Weakness
d. Strength

Part 3: Essay Questions: _____ **6 points**

Answer only 5 of the following questions:

- 1) **What is the difference between the internet, an extranet, and an intranet?**
- The internet is a global network of interconnected computers. Access to the internet is very broad and open.
 - An extranet is two or more proprietary or company owned networks that are joined to share information. Access to this network is limited.
 - An intranet is an internal network for a company that uses internet standards. Access is limited to internal company use only.
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- 2) **Where does an entrepreneur go for start-up capital?**
- ⊙ Bank loans
 - ⊙ Private funds
 - ⊙ Angel investors
 - ⊙ Venture capitalists (VCs)
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- 3) **What are the seven steps of the e-marketing plan?**
1. Situation analysis
 2. E-Marketing strategic planning
 3. Objectives
 4. E-Marketing strategy
 5. Implementation plan
 6. Budget
 7. Evaluation plan
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- 4) **Modern technology presents challenges to marketing ethics. State 4 of them?**
- a. Ownership of intellectual property
 - b. The role of privacy in a virtual world
 - c. Freedom of expression
 - d. Use of data and its collection
 - e. Status of children and digital networks
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- 5) **What are the 3 basic mechanisms to protect intellectual property ?**
- ⊙ Patent law is centered on inventions.
 - ⊙ Copyright addresses issues of expression.
 - ⊙ Trademark is concerned with words or images used in the market.
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- 6) **From your point of view, what are the advantages and disadvantages for marketing using random email addresses (the mass distribution of unsolicited e-mail)? Support your answer using evidence from your own use of e-mail.**

****** From your point of view ******

Good Luck ***Instructor : Reem Alshehri**