E-marketing
1st Exam

Student Name: *Answers*

Student ID : __________________________

Part 1 : T/F

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>T</td>
<td>T</td>
<td>T</td>
<td>T</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>T</td>
<td>F</td>
<td>T</td>
<td>T</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
<td>A</td>
<td>D</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>D</td>
<td>D</td>
<td>C</td>
<td>D</td>
<td></td>
</tr>
</tbody>
</table>

Grading:

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
<th>Student Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part 1</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Part 2</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Part 3</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>25</td>
<td></td>
</tr>
</tbody>
</table>
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.

2) Where does an entrepreneur go for start-up capital?
   ○ Bank loans
   ○ Private funds
   ○ Angel investors
   ○ Venture capitalists (VCs)

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

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

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.

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