



COMSATS University Islamabad (CUI)

Park Road, Tarlai Kalan, Islamabad, Pakistan.

Department of Computer Science

Class: BDS, BCT

Subject: CSC417 E-Commerce & Digital Marketing

Instructor: Omer Vikas

Time Allowed: 3 Hours

Marks: 50

Instructions:

- Do not write anything on the question paper. Attempt all solutions in the answer book.
- Return question paper along with Answer book.

CLO1: Explain the fundamental concepts, platforms, and technologies of E-Commerce and digital marketing (5+5+5)

- 1.1. Explain the concept of **Networked Business Ecosystem**, and answer using diagram to elaborate how this ecosystem coordinates with two different value chains to create **Internet-Enabled Value Web**?
- 1.2. While doing the planning phase of your E-commerce project one of the tasks was to finalize the requirements. Provide the details of your project scope of work in the template below:

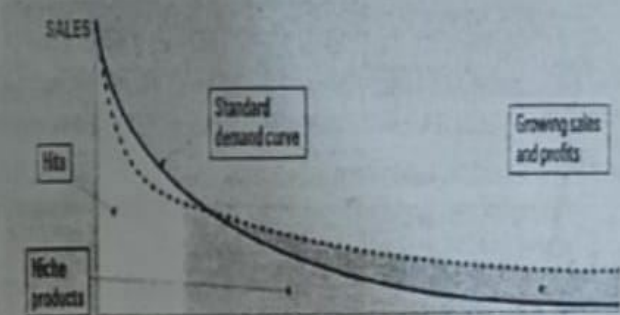
S/No	Business Objectives	System Functionality	Information Requirements
1			
2			
...			
...			

- 1.3. Create a visual representation of a four-stage marketing funnel and label different metrics associated with each stage within the diagram.

CLO-2: Demonstrate digital marketing strategies for a business (5+5+5).

- 2.1. Highlight the **7Ds of Digital Marketing** for a new e-commerce brand in the Electronics and Appliances Industry. The brand's goal is to establish a strong online presence, engage with customers effectively and drive sales across digital channels. Explain in detail with facts & figures.
- 2.2. Pricing is an Integral part of e-Commerce marketing strategy which determines customer value. Demonstrate in detail the various Pricing Strategies and their roles towards customer retention.
- 2.3. Chris Anderson's belief in "selling less of more".

It highlights the transformative potential of digital platforms in reshaping business models. Traditional retail is constrained by physical space and high distribution costs, limiting product variety to mass-market hits. In contrast, online platforms like iTunes and Amazon remove these barriers, offering vast assortments, including niche products, at minimal costs. Tools like search and recommendations make these assortments accessible, revealing previously untapped demand. Consumers increasingly prefer niche products tailored to their specific interests, causing the demand curve's to grow longer and fatter. This shift erodes the dominance of blockbuster hits as fragmented markets gain prominence. Anderson predicts that the collective sales of niche products will eventually surpass traditional hits, redefining profitability. Businesses must adapt by leveraging digital tools to cater to diverse preferences, unlocking new revenue streams. This paradigm emphasizes a future where success lies in embracing niche markets and the fragmented digital economy.



Question Explain the strategy in the case study & Its application.

CLO-3: Apply Digital Marketing Techniques and Technologies for enhanced Online Visibility (5+5+5+5)

- 3.1. Tania manages a large clicks and bricks retail chain with stores across multiple cities, offering a wide range of electronics and appliances. List at least **10 SEO best practices** that Tania needs to integrate across the chain's online platforms to increase visibility, drive traffic physical stores & online store, and compete effectively in the digital marketplace?
- 3.2. As the Social Media Marketing Manager of a growing e-commerce company, you are responsible for keeping all stakeholders informed about your department's performance and strategy. To achieve this, you must create distinct types of reports. Briefly explain the types and the usage of these Reports.
- 3.3. Your company recently launched a holiday campaign across multiple social media platforms. The CEO wants to know the overall campaign performance, the marketing team needs actionable insights, and the operations team needs detailed metrics for budget optimization.
 - a) Describe the content and format you would include in each of the three types of reports tailored to the needs of these stakeholders.
 - b) Explain how each type of report contributes to decision-making within the organization.
- 3.4. Consult the email campaign performance data spreadsheet to answer the questions below.

Email campaign performance

August 2nd – August 31st		For All campaign			New subscribers this month 2,156		New subscribers since April 8,663		
30-day Summary	Emails sent	Open rate	CTD rate	Conversion rate	Bounce rate	Unsub rate	Forward rate	Revenue	
	97,913	24.50%	2.15%	5.50%	0.12%	0.28%	3.6%	\$1,050,499	
Detailed summary									
Campaign	Emails sent	Open rate	Click-to-open	Conversion rate	Bounce rate	Unsubscribe	Forward Rate	Revenue	
For All newsletter	13,745	23.00%	1.50%	2.40%	0.11%	0.20%	3.0%	\$24,741	
Dear ideas newsletter	8,713	20.00%	1.80%	3.00%	0.10%	0.50%	2.0%	\$26,149	
For All launch	3,117	25.00%	2.88%	6.00%	0.10%	0.10%	3.0%	\$37,404	
Welcome promo	2,136	23.00%	2.00%	0.10%	0.10%	0.10%	2.0%	\$16,817	
Holiday promo	18,982	26.00%	2.30%	0.80%	0.11%	0.20%	3.0%	\$261,379	
Referral promo	16,387	21.00%	1.90%	0.50%	0.08%	0.00%	11.0%	\$180,387	
Birthdays promo	9,328	23.00%	1.50%	3.00%	0.14%	0.20%	3.0%	\$88,823	
Remarketing email	20,882	24.00%	2.00%	7.00%	0.10%	0.20%	1.0%	\$335,227	
Reactivated user email	3,581	28.00%	4.00%	0.80%	0.12%	0.20%	0.00%	\$118,846	

- Question 1: One of your campaign goals is to add 12,000 new subscribers by the end of September. Taking into account the subscribers added since April, which month will you meet this goal if you continue to add 2,000 each month?
- Question 2: Which KPI can tell you about the performance of the referral email designed to build your subscriber list?
- Question 3: One of your campaign goals was to increase the average monthly conversion rate from 5% at the end of June to 7% by the end of December. The average monthly conversion rate increased by 0.25% in both July and August. If this rate of growth holds steady, when will you meet your conversion rate goal?
- Question 4: Which of the following metrics have a significant impact on the monthly conversion rate? Write all the names of metrics that apply.
- Question 5: The benchmark for promotional emails in the home furnishings industry is 6%. Based on the dashboard data, which of the following promotional emails have a conversion rate below this benchmark? Write names of all campaign names that apply.