FEEDBACK TUTORIAL LETTER

1st SEMESTER 2019

ASSESSMENT 3 AND 4

FOR

ELECTRONIC AND WEB-BASED MARKETING

EWB711S
Dear Student,

This tutorial letter provides a framework on how assessment 3 (Theory Test), and assessment 4 (Lab Practical Test) should have been answered or dealt with. I must say that many of you did extremely well in all three assessments, congratulations! I am looking forward to mark assessment 5 (main assignment). Nevertheless, I must emphasise once again the importance of the application of the theoretical information contained in the prescribed book, study guide and the materials on e-Learning. “You should always remember that in order to obtain maximum marks, it is important that you substantiate the theories with practical application”, [See the suggested answers contained in this Feedback Letter].

I hope that by now, you have mastered your course work - this is very important in order to build your confidence as you do your assignments. I’m certain that your good efforts will pave the way for an outstanding performance in this course!

I wish you all the best.

Dr Efigenia MM Semente
Assessment 3 - Theory Test
COURSE: Electronic and Web-based Marketing
CODE: EWB711S
DATE: 24 April 2019
DURATION: 1h 15 minutes (13:00 - 14:30)
MARKS: 50
LECTURER: Dr Efigenia M.M. Semente

INSTRUCTIONS

- This is a closed book assessment
- Answer all questions & indicate that you have written the yellow test paper
- Read each question carefully
- Write as legible as possible, and as precise as possible
- Number your answers correctly

Question 1

The Web is what most people think about when they think of the Internet or even when they think of electronic marketing for that matter. However, the emergence of electronic marketing comes with several other tools besides the Web.

a) With relevant examples applied to any service provider of your choice, suggest and discuss any six (6) e-commerce fundamentals for marketing practice. 15 marks

You were expected to discuss with relevant examples and a diagram the following concepts:

- B2C: online marketing/buying and selling of goods and services to final consumers. E.g. Amazon.com; Dell
- B2B: online marketing and selling of goods and services directed to corporate customers or companies. Air Namibia web site targeted to Tourism companies, Dell
- C2C: online exchange of goods and information between consumers. E.g. E-Bay site for selling, purchasing and lease, Consumer Reviews (Bizrate.com, epinions.com, TripAdvisor etc.)
- C2B: online exchanges in which consumers look out for business buyers, initiate offers and drive the terms of purchases E.g., customer bids - Priceline.com)
- B2G: online marketing and selling of goods and services initiated by businesses and directed to government, government agencies, Local Authorities, etc. e.g. SME & City of Windhoek
• C2G: online marketing and selling of goods and services initiated by consumers and directed to government, government agencies, Local Authorities, etc.

b) Applied to any education provider of your choice, discuss Virtualization of Distribution and Virtualization of Payment.  

Students demonstrate how virtualization of channels and payments take place for example virtualization of channels may occur through the following media:

• Telephone
• Internet
• Mobile internet
• Interactive Digital Television (iDTV or iTV)
• ATMs and Kiosks

Virtualization of payments may occur through the following media:

• Plastic cards
• Smart cards
• Electronic cash
• Electronic Data Interchange (EDI)

Question 2

With reference to the Internet terminologies, explain the following terms and provide a practical example of each:

a) **E-malls**  
E-malls provide a virtual shopping centre. E.g. www.ukshops.co.uk  

b) **IP addressing**  
An IP Address is a unique way of identifying each computer that connects to the Internet. The IP Address is a series of numbers that are separated by a period. 256.2.458.125 is an example of what an IP Address may look like. To make matters more confusing, an IP Address may also be assigned to another type of electronic device that also connects to the Internet. So not just computers are assigned an IP Address; however, the general definition remains true. IP addresses appear as four numbers separated by periods (dotted decimal notation)

c) **Blogging/Blogs**  
A web page that serves as a publicly accessible personal journal for an individual. Typically updated daily, blogs often reflect the personality of the author. Its commercial applications may include monitoring blogs as consumer generated media, a medium for hosting ads, as part of a marketing communication mix for informal communications.

d) **Viral Marketing**  
A marketing activity in which a company recruits customers to be sales agents and spread the word about the product. It is also referred to as digitally-augmented word of mouth. Successful execution means the message’s exposure grows exponentially - like a virus. Another term used to describe the practice is ‘buzz marketing’- reflecting that the message creates a buzz as it is passed from person to person.
e) **Router**

A router is a networking device that forwards data packets between computer networks. Routers perform the "traffic directing" functions on the Internet (also referred to routing computers or gateway computers). A data packet is typically forwarded from one router to another through the networks that constitute the internetwork until it reaches its destination node. In packet-switched networks such as the Internet, a router is a device or, in some cases, software in a computer, that determines the next network point to which a packet should be forwarded toward its destination.
INSTRUCTIONS

• This is a practical web design test
• This is an open book test
• Answer all questions
• Read each question carefully
• Use notepad and HTML Tags to create the webpages
• You are not allowed to talk or to look at your colleague’s work

Question 1
Create a website folder – name it with your name and student number.
Insert Page 1 - name page 1 as **Home Page**.
Use HTML tags to among others generate the following outputs for the Home Page:

- Titled – *Volvo car specials* 5
- Header 1 (FONT FACE= “Comic Sans MS” COLOR green) – *Volvo products in Namibia:* 5
- Header 2 – FONT FACE as desired – *Check out for the best Volvo range this Saturday* 5
- Header 3 – *Don’t dare miss these special offers* 5
- Paragraph (bold and centre) - visit our website and like us on Facebook 5
- Paragraph (align left and underline) – *Hurry up, while stock last* 5
- Insert a picture as background from your computer picture gallery/or from the internet 10

Question 2
Insert a second page to your website folder using HTML tags - name the page as **Gallery** and among others insert the following:

- Titled – *Volvo car specials* 2.5
- Insert a Header (H1) with words of your choice 2.5
- Insert a paragraph (colour Red) 2.5
- Insert Horizontal line after the paragraph (colour the line in blue) 2.5
- Insert 4 pictures related to Volvo products 10

NB: Save all your work, (both notepad files and webpages) on a USB (provided by the Lecturer/Invigilator) and submit immediately. If the notepad files are not attached, the student will get zero for the entire test.

END OF PRACTICAL HTML WEB DESIGN TEST – DO NOT FORGET TO SUBMIT YOUR WORK IMMEDIATELY ONCE YOU HAVE COMPLETED
Volvo products in Namibia: Check out for the best Volvo range this Saturday

Don't dare miss these special offers

Visit our website and like us on Facebook

Hurry up, while stock last
Question 2

Suggested Answer

<html>
<head>
<title>Volvo car specials</title>
</head>
<header>
<H1><FONT FACE="Comic Sans MS" COLOR="green">This is my picture gallery</FONT></H1>
</header>
<body>
<p><FONT FACE="Sans-Serif" COLOR=Red> We have a great variety of Volvo Products for you to select from</FONT></p>

<HR Color = "blue"/></HR>
IMG SRC="car1.jpg" width=80 height=100 alt="star.jpg"/>
IMG SRC="volvo1.jpg" width=80 height=100 alt="lighthouse.jpg"/>
IMG SRC="car2.jpg" width=80 height=100 alt="flower.jpg"/>
IMG SRC="volvo2.jpg" width=80 height=100 alt="me.jpg"/>
</body>
</html>

NB: All work to be saved including the notepad (source document) and the internet pages on USB (provided).

END