

Class – BBA Sem-VI
Subject – E-Marketing
Paper – BBA-612

Time Allowed : 3 Hours

Maximum Marks : 50

SECTION-A

Attempt any 10 questions.

1 × 10 = 10

1. (1) Opportunities of E-marketing
- (2) Debit Card
- (3) Video marketing
- (4) Targeting
- (5) M-commerce
- (6) E-marketing Mix
- (7) Difference between E-marketing and Traditional Marketing
- (8) Online PR
- (9) Pay Per click
- (10) Features of Smart phones
- (11) Properties of E-cash
- (12) Nature of E-Marketing

SECTION-B

Attempt any 2 questions.

2 × 10 = 20

2. What is E-Marketing? Discuss various marketing challenges that have arisen during the recent past?
3. What are marketing strategies? Explain the concept of segmentation with suitable examples.

4. What are the various rules for CRM success? Write in Detail.
5. Explain the various tools & techniques of E-marketing in detail.

SECTION-C

Attempt any 2 questions.

2 × 10 = 20

6. What is E-marketing? Why it is a strong tool for Internet marketers.
7. What are the various types of Payment gateways available for E-commerce?
8. What is search engine optimization? Explain the various concepts related to selection of keywords?
9. What is Blogging? Explain its various characteristics and advantages.
