

Exam. Code : 105406

Subject Code: 1501

BBA Semester—VI

BBA-612 : E-MARKETING

Time Allowed—2 Hours]

[Maximum Marks—50

Note : This question paper has 9 questions in all. This question has 3 Sections i.e. A, B and C.

SECTION—A (Attempt any Ten)

1. Write short notes on :

- (a) Positioning in E-marketing
- (b) Smart phone applications
- (c) E-customers
- (d) E-payment systems
- (e) Communications and social networks
- (f) Blogging
- (g) Targeting in E-marketing
- (h) Online PR
- (i) Tracking ROI
- (j) Pay Per Click
- (k) Reputation Management
- (l) Video marketing. 10×1=10

SECTION-B (Attempt any Two)

2. Why is it important to have a right E-marketing mix ? Discuss the elements of E-marketing mix with suitable examples.
3. What do you understand by the term E-marketing ? Differentiate between E-marketing and Traditional marketing.
4. "The Indian market is gradually becoming consumer oriented". Discuss the statement with reference to the impact of customer relationship management on E-marketing.
5. "A target market is the first element to a marketing strategy". Highlight the statement with reference to E-marketing.

2×10=20

SECTION-C (Attempt any Two)

6. How is the internet used to develop new market and penetrate existing markets ? What types of new products can be delivered by the internet ?
7. What do you mean by the SEO ? What are the various functions and steps involved in the SEO ?
8. What is Social Media Marketing ? Explain tools involved in social media marketing.
9. What is E-payment system ? What types of E-payment systems are required in E-commerce ?

2×10=20