

Exam. Code : 105406

Subject Code : 1499

BBA Semester—VI

E-MARKETING

Paper—BBA-612

Time Allowed—3 Hours]

[Maximum Marks—50

Section A : Attempt any ten questions. Each question carries 1 mark.

1. (a) Explain on-line sales promotion.
- (b) Mention B2B standard.
- (c) Explain concept of direct marketing.
- (d) What is email ?
- (e) What do you understand by smart cards ?
- (f) Define M Commerce.
- (g) Define E marketing mix.
- (h) How is video marketing applicable in business ?
- (i) Write a note on Blogging.
- (j) Write a note on Internet advertising.
- (k) Online PR.
- (l) Write a note on the Digital signature.

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(Contd.)

Section B : Attempt any two questions. Each question carries 10 marks.

2. Explain the E-marketing and its importance. Distinguish between E-marketing and traditional marketing.
3. Define the customer relationship management concept and scope.
4. Discuss the challenges and opportunities of e-marketing in India.
5. Explain the buying and selling process of internet marketing.

Section C : Attempt any two questions. Each question carries 10 marks.

6. Define E-payment system. Discuss its various types with example.
7. Define the social media marketing. What types of social media tools are used in marketing ?
8. Explain the difference between debit and credit card for online payment.
9. Define the direct marketing's scope and its growth.