

Exam. Code : 105406

Subject Code : 1408

Bachelor in Business Administration 6th Semester
E-MARKETING
Group-A Paper—BBA-612

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Paper consists of three Sections—A, B and C. Section-A consists of **Twelve** short questions and students have to attempt any **ten** questions, each question carries **1** mark. Sections B and C consist of **four** questions, respectively and students have to attempt **two** questions from each section, each question carries **10** marks.

SECTION—A

Attempt any **ten** short questions from the following :—

- I. PPC Marketing
- II. Online Consumer Behaviour
- III. 4Ps of E-Marketing
- IV. Steps of Online Buying
- V. Customer E-Satisfaction
- VI. Space Market V/s Place Market
- VII. Online PR
- VIII. Privacy in Online Marketing

- IX. Customer Loyalty
- X. Web advertising
- XI. Social Media marketing
- XII. Video marketing.

SECTION—B

1. What is the process of segmentation and targeting for E-Market ? How Positioning is done by marketers in Online Market ?
2. Discuss the nature and importance of E-Marketing. How Online Marketing is different from Offline Marketing ?
3. Explain the different techniques of E-Marketing. What are their advantages and disadvantages ?
4. What are the issues and challenges in E-Marketing and how they can be managed ?

SECTION—C

1. What is the scope of direct marketing ? How E-mail marketing and social media marketing is used for direct marketing ?
2. Discuss the E-Payment System. Discuss the various tools of E-Payment System.
3. Describe the SEO. What is the process of SEO and how SEO is used by the marketers for E-Marketing ?
4. What is M-Commerce ? What are the benefits and applications of M-Commerce ?