

Exam. Code : 105406
Subject Code : 1424

Bachelor in Business Administration 6th Semester
GROUP-A, BBA-612 : E-MARKETING

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Attempt FIVE questions in all, selecting at least ONE question from each section. The FIFTH question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. Highlight the reasons for the growth of E-Marketing. What are the tools of E-Marketing and what are their advantages ?
2. Describe how E-Marketing is important these days. What is the nature of E-Marketing and how it is different from traditional marketing ?

SECTION—B

3. Describe the internet marketing and explain its features. What is search engine optimization and how it is important in digital market ?

4. Explain the E-customers. Highlight the stages of buying process in online market. Discuss the factors influencing the buying behaviour of consumers.

SECTION—C

5. Define the social media marketing, and what are the different platforms for SMM and their features ?
6. Describe the internet advertising, what are the different types of internet marketing and their advantages. Critical comment on Online PR.

SECTION—D

7. Elaborate the M-commerce concept. Highlight the benefits and application of smart phone applications. Are these applications useful for online payment system ?
8. What is Video marketing and what are the tools and techniques used by marketers for video marketing ?