

2316

125

**Class – B. Com (P) Sem VI**  
**Subject – E- Marketing**  
**Paper – BCP-623**

Time Allowed : 3 Hours

Maximum Marks : 50

**SECTION-A**

1. **Attempt any 10 out of 12 questions. Each question carries 1 mark.**

- (a) E- Commerce.
- (b) E- Marketing mix.
- (c) Phishing.
- (d) SEO.
- (e) Search engine.
- (f) Payment gateways.
- (g) Reverse Auction.
- (h) M-Commerce.
- (i) EDI.
- (j) Debit cards v/s credit cards.
- (j) Data mining.
- (l) E-branding.

**SECTION-B**

**Attempt any 2 questions. Each carries 10 marks.**

2. Discuss the reasons for emergence of e-commerce in India.

3. Distinguish between traditional marketing and E-marketing in the context of banking in India.
4. Why is it critical for the e-marketers to measure the attitude of the consumers towards technology?
5. Write a note on segmentation, targeting and positioning.

### SECTION-C

6. Discuss in detail broadcast, narrow cast and pointcast media.
7. Analyze online purchase and payment behaviour of Indian consumers and suggest alternative strategies to boost e-commerce.
8. Discuss in detail steps in search engine optimization.
9. Write a note on mobile marketing trends and technologies.

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