

Exam. Code : 107306

Subject Code : 2081

B.Com. (Prof.) Semester-VI

BCP-623 : E-MARKETING

Time Allowed—3 Hours] [Maximum Marks—50

Note :— (1) Section A : attempt any **TEN** questions, each question carries 1 mark.

(2) Section B : attempt any **TWO** questions, each question carries 10 marks.

(3) Section C : attempt any **TWO** questions, each question carries 10 marks.

SECTION—A

1. Write short notes on :

- (a) M-commerce
- (b) HTTP secure
- (c) Multimedia device
- (d) Internet Security
- (e) ISP
- (f) E-marketing mix
- (g) Channel conflict
- (h) Online PR

- (i) E-mail marketing
- (j) SEO
- (k) CRM
- (l) Narrowcast Media.

SECTION—B

- 2. How free online review copies are helpful in positioning the products to the potential affiliates ?
- 3. Discuss the most significant trends in Internet Marketing in recent times.
- 4. Define customer relationship management and its benefits to e-marketers.
- 5. Elaborately discuss an e-business model with the help of suitable example.

SECTION—C

- 6. Give suggestions to an e-marketer about writing a website copy so that it is optimized for search engines.
- 7. Discuss how social media is helpful in online marketing and market segmentation.
- 8. What are the different payment systems that are available to customers to make payments online ?
- 9. What works best in e-mail marketing — text or HTML and why ?