

Exam. Code : 108506
Subject Code : 2830

B.Com. 6th Semester
E-MARKETING
Paper—BCG-632

Time Allowed—Three Hours] [Maximum Marks—50

Note :— Attempt any *ten* questions from Section-A and any *two* questions each from Section B and Section C.

SECTION—A (1×10=10 Marks)

1. Give brief answers to any *ten* of the following questions :
- (a) Internet
 - (b) Extranet
 - (c) E-mail Marketing
 - (d) URL
 - (e) Database
 - (f) Blog Marketing
 - (g) Marketing Information System
 - (h) Top Level Domain
 - (i) Search Engine Marketing
 - (j) Interactive sites.

SECTION—B (10×2=20 Marks)

2. What is e-marketing ? What are different types of e-markets ?
3. 'Nothing has changed the way we interact in the 21st century as much as the proliferation of social media websites'. Elaborate the statement.
4. Discuss the services provided by QUIKR and OLX from the point of view of marketing.
5. Discuss the 5 P's of internet marketing.

SECTION—C (10×2=20 Marks)

6. Explain Data Mining. Also give some data mining applications in marketing.
7. Discuss how can internet foster product innovation.
8. 'Price is the most important factor for online shoppers'. Do you agree or disagree ? Discuss.
9. 'The internet is a dynamic system, with both companies and consumers having to adapt to the rapid pace at which it moves'. In the light of the above statement discuss how companies are adapting their marketing strategies.