

Exam. Code : 108506

Subject Code : 2890

B.Com. 6th Semester

E-MARKETING

Paper—BCG-632

Time Allowed—3 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. Give brief answers to any **ten** of the following questions :

- (a) Keyword advertising
- (b) Spam Mails
- (c) Solicited targeted Emails
- (d) Search Engine Marketing
- (e) Interactive sites
- (f) Registrations
- (g) E-Advertising
- (h) Directories
- (i) Chat and Bulletin Boards
- (j) Data Warehousing
- (k) Marketing Intelligence system
- (l) Re-intermediation.

1×10=10

**SECTION—B**

2. Discuss the marketing mix implications in E-Marketing.
3. What key issues confront the E-Marketing companies of our country ?
4. Explain how is segmentation and positioning achieved via E-Marketing.
5. What are Web hosts ? On what basis a company or an individual select a Web host ? 10×2=20

**SECTION—C**

6. Explain in detail product innovation in the internet age.
7. Discuss the pricing methods and strategies used in E-Marketing.
8. What are the main vehicles for advertising on the internet ? 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. 10×2=20