

Exam. Code : 108506
Subject Code : 2225

B.Com. 6th Semester

E-MARKETING

Paper-Group-III BCG-632

Time Allowed—3 Hours]

[Maximum Marks—50

Note :—(1) Attempt any **ten** questions from Section A.
Answer each question upto **five** lines.

(2) Attempt any **two** questions each from Section
B and Section **C**. Answer each question upto
five pages.

SECTION—A

1. Give answers to any **ten** of the following questions :

- (i) Data Mining
- (ii) Sponsorship
- (iii) Chain Letters
- (iv) Online Coupons
- (v) Disintermediation
- (vi) Online Advertising
- (vii) Interactive Sites

(viii) Segmentation

(ix) Customer Service

(x) Product Innovation

(xi) Blogging

(xii) Portals

10×1=10

SECTION—B

2. Discuss e-marketing. Discuss the various e-marketing techniques.
3. What are the applications of 5P's in e-marketing ?
4. Discuss the strategies of e-marketing positioning.
5. Explain the various techniques of e-advertising ?

2×10=20

SECTION—C

6. Highlight the implications of internet for consumer marketing.
7. Discuss the firm's advertising strategy in internet marketing.
8. Write a detailed note on reintermediation and disintermediation.
9. Discuss how companies adapt their marketing in an information-intensive environment.

2×10=20