

**Exam. Code : 108506**  
**Subject Code : 2076**

**B.Com. 6<sup>th</sup> Semester**

**E-MARKETING**

**Paper : Group-III BCG-632**

Time Allowed—2 Hours] [Maximum Marks—50

**Note :—**There are *eight* questions of equal marks.  
Candidates are required to attempt any  
*four* questions.

1. Define e-marketing. Explain the features of e-marketing environment.
2. What is meant by e-marketing strategy ? Discuss the big picture strategies.
3. Discuss the different types of e-marketing techniques.
4. Define e-advertising. Explain various types of e-advertising techniques.
5. Highlight the implication of the internet age for marketing.
6. Explain the concept of data mining. What are the applications of data mining in marketing ?
7. How can organizations improve productivity in the internet age ?
8. Explain in brief the pricing and advertising issues in the internet age ?

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