

Exam. Code : 108506
Subject Code : 1982

B.Com. 6th Semester

E-MARKETING

Paper-Group-III BCG-632

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Attempt FIVE questions in all, selecting at least ONE question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. Discuss the term e-marketing. Describe in brief the unique e-marketing issues.
2. Explain the process of segmentation and positioning in the context of e-marketing.

SECTION—B

3. Discuss the applications of 5Ps (Product, Price, Place, Promotion, People) in e-marketing.
4. What is meant by e-advertising ? Discuss different types of e-advertising techniques.

SECTION—C

5. What are the challenges for marketing in an information-intensive environment?
6. Highlight the implications of internet for consumer marketing.

SECTION—D

7. How product innovation is done in the internet age?
8. Explain in brief the sales and consumer service issues in the internet age.