

Total No. of Questions : 5]

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SEAT No. :

Dec - 18

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M.B.A.

306(MC) : INTERNET MARKETING - I
(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

Q1) a) What is E-commerce? Explain its significance.

OR

b) What is Internet Marketing? Discuss strategic approach to Internet Marketing.

Q2) a) Elaborate & discuss concept of Internet Macro-environment.

OR

b) Explain different components of Internet Micro-environment in detail.

Q3) a) Discuss essentials of Separate Internet Marketing Plan in detail.

OR

b) "Internet Strategy is a channel Marketing Strategy". Comment.

Q4) a) Explain elements of Internet Marketing Mix with suitable examples.

OR

b) Discuss new pricing approaches under Internet Marketing.

Q5) a) Discuss key motivational factors influencing customers for buying online.

OR

b) What is e-retailing? State activities and functions of e-retail.



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SEAT No. : **LIBRARY**

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M.B.A.

Dec 17

306 - MC: INTERNET MARKETING - I
(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

Q1) a) What is Internet Marketing? Discuss benefits of Internet Marketing in detail.

OR

b) What is E-commerce? Explain significance of E-commerce.

Q2) a) Explain different components of internet micro-environment in detail.

OR

b) Elaborate and discuss concept of internet macro-environment.

Q3) a) Internet strategy is a channel marketing strategy. Comment.

OR

b) Discuss the role of internet marketing from a generic strategic approach.

Q4) a) Discuss new pricing approaches under internet marketing.

OR

b) State the significance of brand online.

Q5) a) Who are the online customers? Discuss motivation of customers buying online.

OR

b) Explain in detail the implications of e-retail marketing strategy.

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