



Total No. of Questions : 10]

SEAT No. :

Pune - 52

May 18

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[5365]-4029

M.B.A. (Semester - IV)

404 - DMCM : SPECIALIZATION DIGITAL MEDIA AND
COMMUNICATION MARKETING

Internet Marketing - II (Theory)

(2016 Pattern)

Time : 2.15 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions carry equal marks.
- 2) Figures to the right indicates full marks.

Q1) Explain key concepts of electronic customer relationship marketing (e-CRM) in detail with suitable examples. [10]

OR

Q2) Explain various stages of Implementing e-CRM. [10]

Q3) Elaborate various factors to be considered, before designing a website project. [10]

OR

Q4) Explain various elements of website design. [10]

Q5) What is interactive marketing communication? Elaborate characteristics of interactive marketing communication. [10]

OR

Q6) Explain advantages and limitations of using online communications to support e-commerce. [10]

P.T.O.

Q7) Elaborate the concept of Search Engine Optimisation (SEO) pay-per-click (PPC) with suitable examples. **[10]**

OR

Q8) Discuss the concept of online Advertising and online public relations. **[10]**

Q9) Elaborate various factors to be considered to evaluate performance of Internet Marketing. **[10]**

OR

Q10) Explain the concept of website maintenance in detail also explain the concept of content marketing. **[10]**

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