

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Odd Semester Examination (Online) January 2021

MBA III Semester

Subject Name: **Internet Marketing**

MM: 75

Subject Code: **MBA-IT-02**

Time: 03Hours

Email Id of the Examiner: asadahmad@jamiahamdard.ac.in

Email Id of the Assistant Superintendent of Exams: assistant.superintendent.exams@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scanned hand written solutions** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: Rabia Shaheen-2017-334-032-MBA-III-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1: If you are a Marketing Manager, what steps will you take to add Online power to your marketing mix?

Q2: Trust is an important factor over the Internet platform. Being a marketing manager how will you ensure to build trust among your consumers?

Q3: Critically examine the relevance of Porters Diamond Model in the present age of digitization.

Q4: Do you think, marketers should go for search marketing? Give relevant reasons to support your statement.

Q5: In comparison to brick and mortar commerce, what differences do you think you need to cultivate in E-Commerce? Discuss the seven dimensions of the E-commerce strategy.