

Roll No

**Department of Management
School of Management and Business Studies
Jamia Hamdard
Odd Semester Examination (January, 2024)
Integrated MBA IX Semester
Internet Marketing MBA (I) GE-IT-02**

Duration: 3 Hrs

MM: 75

Attempt any five questions, each question carries equal marks (15*5)

1. Researchers suggests SEO is better than PPC. What being a marketing manager you would suggest? Justify your answer with relevant examples.
2. **“Driving from awareness to Advocacy”**, how fair it is with respect to the digital world?
3. **“Internet has helped the marketers in Human Centric Marketing”**, justify the statement with relevant examples.
4. Trust is an important factor over the Internet platform. Being a marketing manager how will you ensure to build trust among your consumers.
5. Being a part of a start-up, how will you tap the power of Internet in building up your strategies?
6. Critically examine the influence of Internet on the marketers and their marketing strategies in the connected world.
7. With relevant examples, discuss the ethical and legal issues in E-Marketing.
8. **“Youth, Women and Netizens are the most influential people in this digital age”**. Justify the statement with relevant examples.