

Department of Management
MBA Sem III Examination (2017)
Internet Marketing
Paper Code: MBA-IT-02

Time: 3 Hrs

Max marks: 75

Attempt any FIVE questions. Each question carries 15 marks (15 X 5=75)

- Q1. Explain the concept of affiliate marketing and E-branding.
- Q2. Explain mobile marketing. How viral marketing works in competitive global scenario?
- Q3. How crawlers index rank the web pages in search engines? Differentiate between organic search results and paid search results.
- Q4. Explain value chain integration and dimensions of E-commerce strategy.
- Q5. How will you set up online portal for E-commerce website? Describe its requirement and management.
- Q6. Explain the concept of in-house research and development. How is it different from outsourcing methods?
- Q7. Explain metrics and website analytics for the effectiveness of Internet Marketing.
- Q8. Explain the concept of EDI and its role in E-commerce.