

Roll No

Department of Management
School of Management and Business Studies
Jamia Hamdard
MBA III Semester
Odd Semester Examination (January, 2023- February, 2023)
Internet Marketing
Paper Code: MBA GE-IT-02

Time: 3 Hrs

MM: 75

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

1. Being a marketing manager of a brick and mortar outlet, how can you tap the power of Internet in building up your strategies?
2. What are the ethical and legal issues an e-marketer should focus while formulating the strategies.
3. Internet has changed a lot of things in the market, is the Porters Diamond Model still fit to discuss the competitiveness of the Internet firms?
4. Researchers suggests SEO is better than PPC. What being a marketing manager you would suggest? Justify your answer with relevant examples.
5. "Driving from awareness to Advocacy", how fair it is with respect to the digital world?
6. Briefly discuss the concept of affiliate marketing, viral marketing and E-mail marketing.
7. "Internet has helped the marketers in Human Centric Marketing", justify the statement with relevant examples.
8. With consumers becoming more powerful, how will you redefine the marketing strategies of your firm?