

Roll No.....

Department of Management
School of Management and Business Studies
Jamia Hamdard
MBA III Semester Examination - December 2025

Subject Name: Internet Marketing

Max. Marks: 60

Subject Code: MBA-GE-IT-02

Time: 2.5 Hours

Attempt any Five Questions. All questions carry equal marks

(5 x 12 = 60)

Q1: What are Traditional Marketing and Internet Marketing? Compare and contrast the two approaches by highlighting their key differences.

Q2: Describe the six human-centric brand attributes that significantly shape customer perceptions and influence their behaviour.

Q3: Explain the Five A's model of the New Customer Path (Aware, Appeal, Ask, Act, Advocate). Discuss how digital technologies have transformed each stage.

Q4: Examine the 4Ps of Marketing Mix. Explain with relevant examples the impact that Internet have on the Marketing Mix?

Q5: Analyze the significance of the three major digital subcultures - youth, women, and netizens - and explain their roles in modern marketing.

Q6: What are the key Internet Marketing trends, including SEO, SEM, Content Marketing and Social Media Marketing? Explain each trend with suitable examples.

Q7: What are the key challenges and ethical considerations in Internet marketing related to privacy, security, data protection, and intellectual property, and how do businesses address these concerns?

Q8: Define Purchase Action Ratio (PAR) and Brand Advocacy Ratio (BAR) in the context of internet marketing. How are these metrics calculated, and what do they indicate about a brand's marketing effectiveness?