

Roll No .....

**Department of Management**  
**MBA III Semester Examination (2018)**

**Internet Marketing**

**Paper Code: MBA-IT-02** (MBA-GE-IT-02)

**Time: 3 Hrs**

**MM: 75**

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

1. Being a manager in a hotel, how can you tap the power of Internet in building up your strategies.
2. Define 'E-marketing'. Discuss the scope, benefits and problems in E-marketing.
3. Define EDI. Also discuss the components and the role of EDI in E-Marketing.
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. Define E-commerce strategy. Briefly discuss the seven dimensions of the E-commerce strategy.
6. Being a firm owner, explain the steps involved in your SEO campaign.
7. Write a short note on:  
Viral Marketing  
3G and 4G Approach  
Social Media Marketing
8. In the light of Porters Diamond Model, discuss the competitiveness of the Internet firms.