

TEST -1 EXAMINATION- 2024

B.Tech-VIII Semester (CSE/IT/ECE/CE)

COURSE CODE(CREDITS): 18B1WHS833 (3)

MAX. MARKS: 15

COURSE NAME: Internet Marketing

COURSE INSTRUCTORS:- Anupriya Kaur

MAX. TIME: 1 Hour

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**Note:** (a) All questions are compulsory.

(b) Marks are indicated against each question in square brackets.

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1. Evaluate the trends in consumer behavior and preferences driving the growth of specific online market segments in India, such (a) online food delivery (b) digital entertainment. How are companies adapting their strategies to meet evolving consumer demands? [6 marks ] (CO1 &2)

2. The Internet allows the firm to actively engage customers by creating marketing levers that allow for interactivity and individualization. Elaborate. [4 marks] (CO1).

3. write short notes on the following [5 marks] ( CO1 & CO2)

(a) Omni Channel

(b) Demographic segmentation in hospitality sector