COURSE CODE(CREDITS): 18B1WHS833 (3)   MAX. MARKS: 25

COURSE NAME: Internet Marketing

COURSE INSTRUCTORS: Anupriya Kaur   MAX. TIME: 1.5 Hour

Note: (a)All questions are compulsory.

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

1. (a) Discuss how emerging social factors might reshape the landscape of online marketing practices in India. (b) How can Indian businesses leverage big data for personalized marketing campaigns. (5 marks) [CO2,3]

2. Imagine you are designing a website for a travel agency targeting both experienced and less-experienced travelers in India. Develop two distinct personas representing these user types and outline their specific needs, motivations, and potential pain points when using the website.(6 marks) [CO3,4]

3. Discuss strategies to minimize cognitive load in web design. Provide examples of design elements or techniques that help streamline user interaction. (5 marks) [CO 3,4]

4.Write short notes on (3X 3 marks) [CO2,3,4]

(a) Bargaining power of buyers w.r..t online marketing environment

(b) Three success factors for direct to home (DTH) online brands in India

(c) Users don't read, they scan. Comment.