

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- Mar 2018

B.Tech Semester 8

COURSE CODE: 13B1WHS834

MAX. MARKS:15

COURSE NAME: Internet Marketing

COURSE CREDITS: 3

MAX. TIME: One Hour

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*Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.*

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1. How can internet marketer employ – geographic segmentation for its marketing goals? (3 marks)
2. Discuss in brief the Ansoff's Product/Market expansion grid. (3 marks)
3. Decode the phenomenal success of 'Singles day' in China from a marketing point of view? What lessons did Kishore Biyani from future group pick from the same. (3 marks)
4. Write short notes on the following: ( 3 X 2 marks)
  - i. Convergence of online and offline channels
  - ii. Marketing application of internet marketing
  - iii. Intangible benefits of internet marketing