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JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- May 2018

B.Tech Semester 8

COURSE CODE: 13B1WHS834

MAX. MARKS:35

COURSE NAME: Internet marketing

COURSE CREDITS: 3

MAX. TIME: 2 hr

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

1. Discuss the key concepts in improving the online customer experience. (5 marks) [CO1 & CO5]
2. Why is Search Engine Marketing important for internet marketers? Also present the steps to develop a good Search Engine Optimization strategy. (5 marks) [CO3]
3. Discuss the three fundamental approaches to improve pricing in online marketing mix with examples. (5marks) [CO3]
4. How is customer service is supported through internet , in particular the options for replacing customer contact employees ? Also, discuss the pros and cons for such a strategy. (5 marks) [CO4]
5. Discuss the following in brief (5X 3 marks)
 - a. Concept of 'Stick CTA' [CO4]
 - b. Site personality [CO 5]
 - c. Forward path analysis - & Reverse path analysis w.r.t. website navigation [CO 5]
 - d. Phrase match vs Exact match w.rt SEO [CO 5]
 - e. Levels of product- core , actual, augmented [CO2]