

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2025

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

COURSE CODE (CREDITS): 18B1WHS833 (3)

MAX. MARKS: 35

COURSE NAME: Internet Marketing

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 2 Hours

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

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

Q.No	Question	CO	Marks
Q1	Search Engine optimization (SEO) is absolutely critical for the online marketer. Comment and reason. Also, present types of SEO.	CO4	6
Q2	ShopNow," an emerging online retailer in India, has experienced steady growth in its first five years. The company specializes in fashion and lifestyle products, catering to urban millennials through its e-commerce platform and mobile app. While initial marketing efforts and organic reach drove early success, growth has plateaued in the last year. The management team has decided to perform an internal audit to assess the current contribution of its internet strategy and identify areas for improvement.  As an Internet marketer develop a step by step approach that will lead to internal audit for strategy development.	CO3	6
Q3	Given the three layers of the product –core, extended and augmented, provide the implications for internet marketer for both – digital products and non-digital products.	CO4	6
Q4	Discuss the tangible and intangible benefits of Internet marketing.	CO1	5
Q5	Write short notes on the following ( <i>*attempt them in continuity</i> ) a. Any three key drivers of Internet marketing adoption in India b. Trigger model wrt online conversion c. Market Development Strategy. d. Pricing Indifference Band	CO5	12