

A.K. Kumar

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATIONS-2022

B.Tech-VIII Semester (CS/IT/ECE/Civil/BT)

COURSE CODE: 13B1WHS834

MAX. MARKS: 25

COURSE NAME: Internet Marketing

COURSE CREDITS: 3

MAX. TIME: 1 Hour 30 Min

Note: All questions are compulsory. Marks are indicated against each question in brackets. All sub parts have to be attempted in continuity.

1. Write short notes on (5 X 2 marks) [CO2, CO3, CO4]
 - a. 'Soft lock in' in B2B models
 - b. Two problems if no E-marketing strategy
 - c. Two (age old) human characteristics which provide impetus to social media adoption
 - d. Website prototyping
 - e. Site personality
2. Why is Customer persona and scenario analysis important for online marketers? Explain with the help of some examples (5 marks) [CO3]
3. Visual appeal a significant aspect of website design. Comment and reason. Also, highlight the key design elements that contribute to Visual appeal of the website? (5 marks) [CO4]
4. Discuss the four strategies to capture and create value from big data. (5 marks) [CO4]