JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST-2 EXAMINATION – 2016

B.TECH Semester 8

COURSE CODE: 13B1WHS834   MAX MARKS: 25

COURSE NAME: INTERNET MARKETING

COURSE CREDITS: 3   MAX TIME: 1 HR 30 MIN

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

1. Online retailer Flipkart sees big opportunity in selling automobiles online. Suggest strategies to push online sales of two wheelers to tier- 2/3 consumers. (3marks)

2. Return policies of online marketplaces are turning tough for the associated vendors of these marketplaces. Highlight the reasons for the same. (3marks)

3. (a) Explain the strategies – social analytics and performance management w.r.t Big data Analytics.
   (b) Digital forensic services are set to grow in future. Comment on the same.   (3 + 2 marks)

4. (a) Briefly explain the 'bargaining power of buyers' in the online business environment contextual to Porter model.
   (b) Distinguish between Random surfer model and Look ahead model   (2.5 X 2 = 5 marks).

5. Write short notes on the following (3 X 3 marks= 9 marks)

   i.   Marketing implications of 'user status' as a segmenting variable.
   ii.   Developing core competencies- three guiding principles.
   iii.   Marketing strategies to limit cognitive dissonance.