

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2016

B.Tech 8 Semester

COURSE CODE: 13B1WHS834

MAX. MARKS: 15

COURSE NAME: Internet Marketing

COURSE CREDITS: 3

MAX. TIME: 1 HR

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

1. Discuss in detail any three drivers of e-commerce in India. (3 marks)
2. Highlight the tangible and intangible benefits of Internet Marketing. (3 marks)
3. Decode the stupendous success of online flash sales at Amazon for – ‘Coolpad Note 3 lite’. (1.5 marks)
How can brands strengthen themselves via Internet marketing strategies? (1.5 marks)
4. Briefly answer the following (6 marks)
 - a. Decode the marketing efficacy of Coca-cola campaign on ‘digitally connecting India-Pakistan’
 - b. What will be the eventual outcome of the success of ‘Project Loon’ on internet adoption and marketing in rural India.
 - c. Highlight any three noteworthy marketing aspects of the retail digital application ‘Trade Gini’