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JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT
T-3 EXAMINATION (JUNE 2016)

B.Tech. 8th Sem

COURSE CODE: 13B1WHS834

Max Marks: 35

COURSE NAME: INTERNET MARKETING

Max Time: 2 Hrs

COURSE CREDITS: 3

Note: Carrying of mobile phone would be considered as unfair means. All subparts of a question have to be attempted in continuity.

1. Web users are impatient and insist on instant gratification. Comment and discuss with examples. (4 marks)
2. Discuss the market and product development strategy matrix w.r.t. internet marketing strategy. (4 marks)
3. Briefly discuss the TEES model for higher visitor conversion rates. (4 marks)
4. *On the world wide web the brand is the experience and the experience is the brand!* Express your views and suggest the possible options to build brand promise online. (4 marks)
5. Discuss the five essential elements of website design which foster consumer engagement. (4 marks)
6. Write short notes on the following (5 X3 marks)
 - a. Search engine optimization
 - b. Narrow and deep site navigation
 - c. 'Pragmatic incremental' model of strategy development
 - d. 'Price indifference band' – implications on customer purchase decisions
 - e. Heterogeneous vs. Homogeneous shopping goods