

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATIONS-2022

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

COURSE CODE (CREDITS): 18B1 WHS634

MAX. MARKS: 35

COURSE NAME: Internet marketing

COURSE INSTRUCTORS: Dr Anupriya Kaur

MAX.

TIME: 2 Hours

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*Note: All questions are compulsory. Marks are indicated against each question in square brackets.*

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- Q1. Internal audit to strategy formulation is critical. Explain. Also, discuss its key elements (5 marks) [CO3]
- Q2. Using Insurance and banking as a backdrop discuss the market and product development strategies. (reference–typology of market-product development) (5 marks) [CO3,CO4]
- Q3. Highlight the focal aspects of online value proposition of e-retailers such as–Flipkart, Olx, Myntra. The four main variables which lead to customer value are integral to this and consider them for presenting and framing your response. (5 marks) [CO1, CO3]
- Q4. Consider the levels of Product and suggest how digital reach and/or digital technologies can contribute to each layer. (5marks)-[CO4]
- Q5. (a) Is reduced price/discounts inevitable for online selling ? Why/Why not? (b) 'Pricing indifference band' is same for all product services. Comment and justify your response with examples. (5 marks) [CO3]
- Q6. Search engine optimization is increasingly becoming essential for online strategy. Discuss the concept and suggests steps for a good SEO strategy. (5 marks) [CO4, CO5]
- Q7. Is TEES model apt for higher Conversion rates of visitors? Explain (5 marks) [CO4]