

Dr. Anupriya

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- Feb 2019

B.Tech Semester 8

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. Describe the key applications of Internet Marketing. ( 5 marks) [CO 1]
2. Explain with an example how e- marketers can
  - i. Apply geographic segmentation (2.5 marks) [CO 2]
  - ii. Target online customers (2.5 marks) [CO 2]
3. Explain the following in brief:
  - i. Omni Channel (2.5 marks) [CO 1]
  - ii. Key marketing functions (2.5 marks) [CO 2]