

Anubhaya Kaur

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- April 2019

B.Tech Semester 8

COURSE CODE: 13B1WHS834

MAX. MARKS:25

COURSE NAME: Internet Marketing

COURSE CREDITS: 3

MAX. TIME: 1.5 Hour

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

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1. Why is Search engine marketing important and relevant? Also discuss the steps for a good search engine optimization strategy. (5 marks) [CO 4]
2. Online food delivery wars are moving from India to Bharat. What are the key reasons? Also, comment on the essential drivers of such a strategy? (5 marks) [CO 2 & 3]
3. Demand analysis and conversion modeling help identify some performance drivers/metrics. Highlight and discuss in brief how they may help in identifying gaps in strategies? (5 marks) [CO 3]
4. Present any two social media trends and their influence on online marketing. (5 marks) [CO 3]
5. Write short notes on : (5 marks) [CO 4]
  - a. Webographics
  - b. Big data