

Dr. Anupya

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- May 2019

B.Tech Semester 8

COURSE CODE: 13B1WHS834

MAX. MARKS:35

COURSE NAME: Internet marketing

COURSE CREDITS: 3

MAX. TIME: 2 hr

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

1. Website users appreciate quality and credibility w.r.t website design. Comment and justify with suitable examples. (5 marks) [CO 4]
2. Present the key trends of website design that boost conversion. (5 marks) [CO 4 & CO 5]
3. Qikpod lockers will aid e-commerce firms. Do you agree/disagree? Discuss in particular why logistics is a game changer in ecommerce industry. (5 marks) [CO3 & CO1]
4. Explain the concept of Online Value Proposition. Also ,what is the efficacy of rational vs emotional appeal in communication strategy? (5 marks) [CO3 & CO2]
5. How does internet help augment product offerings of a company? Highlight the advantages over offline marketing in the same context. (5 marks) [CO4 & CO2]
6. Write short notes on (10 marks)
 - i. Differential pricing online [CO3]
 - ii. Automated options for replacing frontline staff [CO5]
 - iii. Site personality [CO 5]
 - iv. Forward path analysis - & Reverse path analysis w.r.t. website navigation [CO4]