

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- FEB-2023

COURSE CODE(CREDITS): 18B1WH833 (3)

MAX. MARKS: 15

COURSE NAME: Internet marketing

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 1 Hour

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

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1. How would new age technologies like facial recognition and voice recognition aid online marketing in India?[CO1,CO2] (5 MARKS)
2. Shipping costs remain a sore point and often lead to online shopping cart abandonment. Present strategies to improve logistic efforts and beat costs. [CO1,CO2] (5 MARKS)
3. 'Omni-channel' is the latest strategic trend which has become abuzz in Indian retail industry. Highlight the reasons as to why it would appear as a game changer. [CO1,CO2] (5 MARKS)