

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2023

B.Tech-VIII Semester (CSE/IT/ECE/CE)

COURSE CODE(CREDITS): 18B1WHS833 (3)

MAX. MARKS: 35

COURSE NAME: Internet Marketing

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 2 Hours

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

1. Why has Search engine marketing emerged as an integral part of digital marketing strategy? Further explain the importance of –“on page elements” and “off page elements”. (6 marks) [CO 4]
2. In context to market growth and product growth explain the resulting typology that will aid the internet marketing strategy. (6 marks) [CO 2 & 3]
3. How has digital options given opportunities to vary and develop core or extended products? Also explain “pricing indifference band”. (6 marks) [CO 3]
4. Read the case below and answer the questions (9 marks) [CO 1,3,4]
Company XYZ is a leading e-commerce platform based in India, specializing in the sale of fashion and lifestyle products. Over the years, the company has witnessed significant growth in online sales, but with increasing competition in the market, they are looking to enhance their internet marketing efforts to stay ahead. To develop an effective internet marketing strategy the key objectives are to enhance brand visibility, drive website traffic, and boost online sales in the Indian market.
 - (a) What are the challenges to achieve these objectives?
 - (b) Can digital tools such as SEM and PPC be effective? Why/Why Not?
 - (c) Suggest a basic framework for internet marketing strategy development for this particular case.
5. Explain the following concepts (4X 2 marks)
 - a. Negative match (keyword search) [CO4]
 - b. Online Value proposition [CO4,5]
 - c. Convenience products [CO2]
 - d. Virtual assistants [CO4]