

Printed Pages- 2

Roll No.

576434(76)

676634(76)

M.B.A. (Fourth Semester) Examination, 2020

APR-MAY

(New Course)

(Specialization : Marketing Management)

(Management Branch)

INTERNET and SOCIAL MEDIA MARKETING

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Attempt any five questions. Each question carries equal 16 marks.

1. What is Internet Marketing? Explain importance of Internet Marketing & Implications of Internet age for Marketing?
2. Explain Datamining in Marketing & its applications?

3. Discuss the process & measures to improve marketing productivity in the internet age.
4. Explain in brief Reintermediation & Disintermediation in the internet age?
5. Define social media marketing? Discuss its outlets & tools.
6. Write short notes on :
 - (a) Difference between traditional & new age marketing?
 - (b) Uses of social media for word of mouth communication.
7. (a) Discuss the social media marketing strategies & its tools?

Or

- (b) How multimedia is beneficial in social media marketing?
8. Explain how social media marketing help in product development?