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APR-MAY

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

**(New Scheme)**

**(Specialization : System Management)**

**(Management Branch)**

**INTERNET MARKETING (New)**

***Time Allowed : Three hours***

***Maximum Marks : 80***

***Minimum Pass Marks : 32***

***Note : All units are compulsory. Attempt any two parts from each question. All questions carry equal marks.***

**Unit-I**

1. (a) What is meant by internet marketing and how is it different from traditional marketing?

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- (b) What are the advantages and disadvantages of internet marketing? Explain with example wherever necessary. 8
- (c) What is World Wide Web? Discuss the layers of OSI Reference Model with the help of block diagram. 8

### Unit-II

2. (a) What are the key factors affecting consumer's online behaviour? 8
- (b) Discuss the three basics of online marketing strategies. 8
- (c) Discuss how international environment affects an entrepreneur indulging in internet marketing. 8

### Unit-III

3. (a) What is DBMS? Discuss the different models of DBMS. 8
- (b) Write short notes on : 8
- (i) Data Mining

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(ii) Data Warehousing

- (c) What are the elements of a digital marketing plan?  
Explain each element in brief. 8

**Unit-IV**

4. (a) What is the difference in marketing mix strategies of traditional marketing and e-marketing? 8
- (b) What factors determine pricing strategies of e-businesses? 8
- (c) Suppose you are starting an e-business. What best internet marketing mix will you select for your business? 8

**Unit-V**

5. (a) What are the design considerations for a marketing website? 8
- (b) What are the contents of an internet marketing website? 8
- (c) Discuss the benefits and risks involved in designing a website for marketing. 8