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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, December 2014

(MANAGEMENT PRACTICES)

(SECOND YEAR)

254. E-BUSINESS MARKETING

Time: Three hours

Maximum: 75 marks

SECTION – A

(5×3=15)

Answer any FIVE questions

1. What is meant by internet marketing?
2. List down E-marketing strategies.
3. How does internet work?
4. Write short notes on E-marketing mix.
5. What is situation analysis?
6. Define website optimization.
7. How the marketers plan for E-marketing?
8. Explain E-marketing tools.

SECTION – B

(3×10=30)

Answer any THREE questions

9. Define E-marketing. Explain the advantages and disadvantages of E-Marketing.
10. Illustrate the key characteristics of E-business and the various strategies for identifying E-business opportunities.
11. Discuss in detail the concept of online branding.
12. What is business model? How does it differ from a business plan?
13. How World wide Web(www) useful to any business transaction?

SECTION-C

(1×15=15)

Answer any ONE question

14. Explain how the internet and the web make E-Commerce possible. Briefly discuss at least four of the features how they can support E-Commerce.
15. "Globalisation is possible for any kind of business"-Comment.
16. Explain different types of E-promotion techniques with examples.

SECTION-D

(1×15 =15)

(Compulsory)

17. Give suggestions to a five star Hotel to develop the E-business frame work.
