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Register Number:

Name of the Candidate:

P.G. DIPLOMA EXAMINATION December 2014

(SOFTWARE MARKETING)

140: STRATEGIC ISSUES IN SOFTWARE MARKETING

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. What are the types of marketing? Explain.
2. Explain the following:
 - (i) Internet. (7)
 - (ii) Intranet. (6)
 - (iii) Extranet. (7)
3. List out the policy issues of Information Management.
4. How the Information System is implemented?
5. Write in detail about the knowledge management.
6. Explain about the types of testing.
7. What is software product? Explain its features.
8. Differentiate between supply chain and value chain.
9. Explain the model of CRM techniques.
10. Discuss about the security and firewalls.

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