

MBA 820**MSP-84**

**P.G.D.I.T.M. EXAMINATION –
JANUARY 2009.**

(A.Y. 2006–07 batch onwards)

INTERNET MARKETING

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not
exceed 2 pages.

Answer for 15 marks questions should not
exceed 5 pages.

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. What are the advantages of business models?
2. What is meant by B2B transaction?
3. Define collaborative product.
4. What are the classifications of B2C E-Commerce?
5. What are the advantages of online marketing?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. How will you determine Internet marketing mix?
7. Explain the concept of B2B Internet trading platform.
8. Explain organisational buying decision process.
9. What are the principles for user design of customized products? How to decide the customization and standardization?
10. What are the advantages of B2C E-commerce?
11. What are the factors influencing and affects E-commerce implementation? How to forecast these factors?
12. How the effective on-line Marketing strategies? Give suitable illustrations to be framed.
