

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme : CDM :

Academic year: 2013 – 2014
Subject: Internet Marketing
Date: 14.12.2013

Term End Examination
Marks: 70
Time: 11.00 a.m. to 2.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Write short notes (Any 2 out of 4) (Marks: 2X5=10)

- a) Website Usability and User Experience testing
- b) Search Engine as a source of business
- c) User Generated Content in Web 2.0
- d) Information Security in Online World

Q.2) Write short notes (Any 2 out of 5) (Marks: 2X5=10)

- a) Payment Gateways and E-Commerce
- b) Mobile Marketing
- c) Business model of Snapdeal.com – Will it sustain
- d) Promoting eCommerce
- e) Online Media Plan

Q.3) Attempt any 3 out of 5 (Marks: 3X10=30)

- a) What according to you are the biggest barriers for eCommerce and how can those be addressed?
- b) What are the two fundamental ways through which you can market through Google search?
- c) "Internet in India is just an urban youth phenomenon" – Do you agree? Substantiate your answer with cases of brands using the medium.
- d) Does a company need a website? Can it not survive with only Facebook page and twitter handle? Explain in detail.
- e) Explain how will you measure the effectiveness of an Online Marketing Campaign? Can social media be used as a brand monitoring tool?

Q.4) Using relevant examples, illustrate the impact of the Internet based on the following

points :

(Marks : 20)

- a) Internet as a communication medium
- b) Internet as a channel of business
- c) Internet as a Marketing communication medium