

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

Programme: CDM

Examination: December 2015

Subject: Internet Marketing

Date: 11.12.2015

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. Answer any 2 out of 4**

**(Marks : 2 x 5 =10)**

- a) What is e-marketing? What are the various popular online marketing techniques prevalent nowadays?
- b) What is the use of firewall? Explain the various types of firewall.
- c) How is cloud computing different from traditional hosting? What are the various services offered ?
- d) Do you think lead generation and branding are different? For a start up company in online business what should be the approaches for branding and lead generation.

**Q.2 Write short notes on ( 2 out of 5)**

**(Marks : 2 x 5 = 10)**

- a) Benefits of using Web 2.0 CMS
- b) Microsite
- c) UGC(User generated content) based on content utilization
- d) Ad serving
- e) Website altering

**Q.3. Attempt any 3 questions out of 5**

**(Marks: 3 x 10 = 30)**

- a) What is the impact of mobile devices on internet marketing?
- b) "Web 2.0 is a second wave of world wide web"? Do you agree? Justify.
- c) Does web site design play an integral role in online presence of business? Site examples.

d) Many e commerce companies like Flipkart etc offer goods at lower prices and give so many gift vouchers and lucrative discounts. They also do cash on delivery and don't even have delivery charges above a certain amount. How do they fund their logistics, promotions and other operations?

e) Customer Relationship Management is a success factor in electronic commerce" – Explain.

**Q.4. Attempt both the questions**

**(Marks: 2 x 10 =20)**

a) You as an Internet marketing consultant, prescribe guidelines for online marketing strategy for your client.

b) Internet has led to growth of E-marketing and is vulnerable to attacks. What are the various threats? Give some suggestions for protection from vulnerabilities.