

Total No. of Printed Pages—3

6 SEM TDC OMEC 2 (Sp)

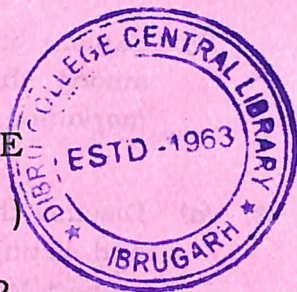
2016

(May)

COMMERCE

(Speciality)

Course : 602



(Online Marketing and e-CRM)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) Define online marketing. Discuss the concepts of e-marketing and its importance in business. 2+9=11

Or

- (b) Define e-advertising. Focus your views on traditional advertising with respect to e-advertising. 2+9=11

2. (a) Discuss the designing parameters of online Webstore fronts in e-marketing. 11

(2)

Or

- (b) Explain how to build trust and loyalty among the customers in Web-based marketing. 11

3. (a) Discuss the term directory advertising and listing in search directories with respect to e-advertising. 11

Or

- (b) Define search engines. Discuss about the positioning and ranking in search engines. 2+9=11

4. (a) What are customer automation and marketing automation with respect to e-CRM? 6+6=12

Or

- (b) Discuss the applications of e-CRM and content management. 12

5. (a) What is M-Commerce? Write the various means of e-promotion with respect to e-advertising. 2+9=11

Or

- (b) Discuss how to promote e-advertising using message and media. 11

(3)

6. Write short notes on the following : 4×4=16

- (a) e-promotion
- (b) Link building strategies
- (c) Communication interfaces of e-CRM
- (d) Scope of advertising

7. What do you mean by the following? 1×8=8

- (a) WWW
- (b) CRM
- (c) e-mail
- (d) e-CRM
- (e) Transit selection
- (f) Forex
- (g) Browser
- (h) Internet
