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D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1

SEMESTER EXAMINATIONS

APRIL – 2017 13SCO6A

E – MARKETING

**Time : 2 Hrs Max. Marks : 50**

**SECTION-A ( 10 x 2 = 20 )**

**Answer ALL the questions.**

1. What do you mean by E – Marketing?
2. What is Viral Marketing?
3. What is E – Market planning?
4. Give short note on demand analysis.
5. What is Affiliate Marketing Strategy?
6. Define Search Engine Optimization.
7. What is E – Advertising?
8. What do you mean by E - CRM?
9. What is Demographic Segmentation?
10. What is E - Price?

**SECTION- B ( 3 x 10 = 30 )**

**Answer any THREE of the following questions.**

1. Explain the seven dimensions of E – Marketing Mix.
2. What are the steps involved in the internet marketing strategy?
3. Explain the types of Affiliate E – Marketing Strategy.
4. Explain the components of E - Marketing Mix.
5. Explain the various means of E - Advertising.

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