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

SEMESTER EXAMINATIONS

 APRIL – 2016 13SCO6A

 E – MARKETING

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

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

**Answer ALL the questions.**

1. What is E – Marketing?
2. What is Viral Marketing?
3. What is Demand Analysis?
4. What is E – Marketing plan?
5. What are marketing strategies?
6. What is E – Marketing Mix?
7. What is Demographical segmentation?
8. What are channel conflicts?
9. What is E – Advertising?
10. Brief the Personalised Online Communication?

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

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

1. Explain the seven functions of E – Marketing.
2. Explain the various means of advertising with special reference to

E – Advertising.

1. Explain the four elements of E – Marketing Mix.
2. Explain the future development of E – Marketing.
3. Discuss the benefits of E – CRM in the modern business.

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