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

SEMESTER EXAMINATIONS

APRIL – 2018 15SCO6A/15SCC6A

SKILL BASED SUBJECT - IV : E - MARKETING

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

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

**Answer ALL the questions.**

1. Define E - Marketing.
2. What is e - business?
3. What is e - market planning?
4. What is marketing audit?
5. What is S.E.O.?
6. What is e - product?
7. What is E - Marketing Mix?
8. What is e - advertising?
9. What is e - place?
10. What is E - CRM?

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

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

1. Distinguish between e - Marketing, e - Business and e - Commerce.
2. Explain the process of e - Marketing Planning.
3. Explain different e - Marketing Strategies in modern era.
4. Discuss the four P’s of e - Marketing Mix.
5. Describe the features and advantages of e - CRM.

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