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

SEMESTER EXAMINATIONS

APRIL – 2019

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 demand analysis?
4. What is a Website?
5. What is E - Product?
6. What is E - Mail?
7. What is E - Marketing Mix?
8. State the three segments of E - Market.
9. What is E - Advertising?
10. What is E - CRM?

SECTION- B (3 x 10 = 30)

Answer any THREE of the following questions.

11. Discuss briefly about the techniques of E - Marketing.
12. Write short notes on E - Marketing, E - Business and E - Commerce.
13. State the main objectives of E - Marketing Mix.
14. Write the different forms of Web Advertising.
15. Explain the features and advantages of E - CRM.

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