

Mid Semester Exams (3rd Semester)

Paper Code- MBAM-3008 **Internet Marketing (Marketing A)**

Answer any three Questions

Marks: 5* 3= 15

Q1. Why is it important to focus on internet marketing strategies in the present scenario? Quote suitable examples.

Q2. What are E-Business models? Discuss the business models of any two successful online business platforms.

Q3. Discuss the different techniques of marketing control in internet marketing.

Q4. With the help of suitable examples, discuss the different online branding strategies.

Q5. Design an online business platform depending on your field and state the following:

- i. Objectives of the business
- ii. Business model
- iii. Revenue model
- iv. Marketing strategy

Q6. Discuss the different environmental factors affecting internet marketing, particularly during marketing.