

MBA – 146

MSP-84

**M.B.A. DEGREE EXAMINATION —
JUNE 2019.**

Second Year

INTERNET MARKETING

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. What are the objectives of environmental scanning system?
2. What is the scope of B2B Marketing?
3. What are the components of CAD?
4. What is online sales promotion?
5. How online marketing is advantageous than offline marketing?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the scope, importance and advantages of internet marketing.
7. Describe the major approaches to segmenting B2B market.
8. Outline the steps in organizational buying process.
9. Explain in detail B2C marketing strategies.
10. Enumerate the factors influencing buying behavior.
11. What are the objectives of customer relationship management?
12. Discuss the recent trends in online marketing.