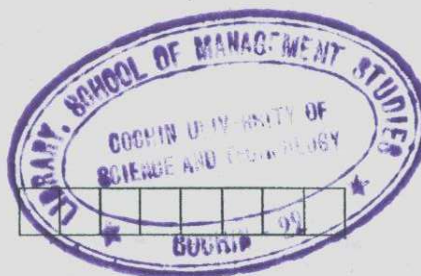


MBA (C) III/11.14.1063

Reg. No.



A

MBA (FT)/MBA (IB) DEGREE III SEMESTER EXAMINATION NOVEMBER 2014

**SMS 2308/SMI 2308 DIGITAL MARKETING
(2012 Scheme))**

Time: 3 Hours

Maximum Marks: 50

PART A

(Answer *ALL* questions)

(5 x 2 = 10)

1. What is VAN?
2. Differentiate bricks-mortar and bricks-click market place.
3. Explain the process of encryption.
4. Differentiate virus and Trojan.
5. What is an e-check?

PART B

(Answer *ANY FIVE* questions)

(5 x 4 = 20)

6. Explain different e-business models
7. Define mobile marketing. How is it used in banking industry?
8. How do you evaluate a website performance?
9. Explain different types of affiliate marketing.
10. Explain the steps involved in creating a business in internet.
11. Explain the benefits of VAN.
12. Explain the advantages of social media advertising.

PART C

(Answer *ANY TWO* questions)

(2 x 10 = 20)

13. Social media "allows us to have freedom of opinions without any boundaries". Evaluate, the pros and cons.
14. Explain the e-business of an online bookseller such as Amazon.
15. Explain the evolution of e-business?
