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MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024
2023 ADMISSIONS REGULAR
SEMESTER II - CORE COURSE FASHION DESIGNING
FD2C05TM22 - Introduction to E - Marketing

Time : 3 Hours   **Maximum Weight : 30**

Part A

I. Answer any Eight questions. Each question carries 1 weight   **(8x1=8)**

1. Write any 5 advantage of e - marketing to consumers.

2. Describe B2G transaction.

3. Describe the importance of SEO.

4. Differentiate between B2C and C2B.

5. Describe wall paper adverts.

6. What is CPA?

7. What are banner adverts?

8. Illustrate a CRM model.

9. How to gather CRM data?

10. What is customer lifetime value?

Part B

II. Answer any Six questions. Each question carries 2 weight   **(6x2=12)**

11. State any five differences between traditional marketing and e- marketing.

12. Differentiate between PPC and SMM.

13. Discuss SEM over SEO.

14. Write about the importance of e- marketing.

15. Write notes on YouTube and LinkedIn.

16. What are the different social media advertising methods?

17. Explain on how to create an effective loyalty programme.

18. What are the steps required to keep the data fresh?

Part C

III. Answer any Two questions. Each question carries 5 weight   **(2x5=10)**

19. Explain the difference between traditional commerce and e- commerce.

20. Briefly explain the different types of payments in online marketing.

21. Write a detail note on types of display adverts.

22. Explain CRM loyalty programs in detail.