

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2025

2020, 2021 ADMISSIONS SUPPLEMENTARY

SEMESTER II - CORE COURSE Fashion Designing

FD2C05TM20 - 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. What are the pitfalls and legal issues in E Marketing?
2. What is societal concept?
3. Why capital investment is important in E Marketing?
4. Write notes on push and pull marketing.
5. Write a note on online advertising.
6. What do you mean by flat rate or sponsorships?
7. What are banner adverts?
8. What is customer lifetime value?
9. What are the benefits of CRM?
10. What is customer loyalty?

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. What are the advantages of search engine optimization?
12. Write a detail note on E Marketing.
13. What are the 4 Ps in E Marketing?
14. What is mobile money wallet, stripe and credit/debit card payments?
15. What are premium blind networks?
16. Write a note on Twitter.
17. What is the difference between pre purchase and post purchase in CRM?
18. Explain on how to create an effective loyalty programme.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Explain E Marketing, techniques, advantages and disadvantages in detail.
20. Elaborately explain the E marketing transactions.
21. Define online advertising and explain the objectives of online advertising.
22. Write a detail note on steps to implement a CRM strategy.