

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2025

B.Tech-VIII Semester (CSE/IT/ECE/CE/BT/BI)

COURSE CODE (CREDITS): 18B1WHS833 (3)

MAX. MARKS: 25

COURSE NAME: Internet Marketing

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 1 Hour 30 Min

Note: (a) All questions are compulsory.

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

Q.No	Question	CO	Marks
Q1	As a digital marketing consultant for a sustainable fashion brand in India with a limited budget, how would you choose the right influencers and craft an effective content strategy?	CO2	6
Q2	A health-tech startup launches a wearable device to monitor stress levels. Instead of marketing to the general public, they decide to focus on a specific beachhead segment within the online marketing space. Identify a suitable beachhead segment for this product and justify your choice. Also, present the merits of beach head marketing.	CO3	7
Q3	Highlight the key principles for effective website design using suitable examples.	CO4	6
Q4	Explain in brief i. Click-through rate ii. Market place model Vs Inventory Model iii. 'soft lock in' wrt buyer-seller online interactions	CO3	6