

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT
TEST -2 EXAMINATIONS-2022

Ph.D

COURSE CODE: : 21P1WHS131

MAX. MARKS: 25

COURSE NAME: Fundamentals of Digital Marketing

COURSE CREDITS: 3

MAX. TIME: 1 Hour

30 Min

Note: All questions are compulsory. Marks are indicated against each question in square brackets.

Q1. Present the implications of the role search engines impact on the marketing of any organization, brand or product. (6 marks)

Q2. One of the more intangible aspects of SEO that is not obvious to researchers – website history. Explain its role in SEO (4 marks)

Q3. Graphical user interface (GUI) and human computer interface (HCI) are the key elements of site usability. In light of this- highlight this approach in travel website & Insurance website (6 marks)

Q 4. Write short notes on (3X3 marks)

- i. Niche retailers .
- ii. Multichannel retailing
- iii. Order fulfillment (Logistics)