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JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- FEB 2020

B.Tech Sem 8

COURSE CODE: 13B1WHS834

MAX. MARKS:15

COURSE NAME: Internet Marketing

COURSE CREDITS: 3

MAX. TIME: 1-hr

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*Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.*

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1. What are the contemporary drivers and challenges of e-tailing in India. (5 marks) [CO1]
2. What is the concept of Market Positioning. What could be the fundamental aspects/differentiators of market positioning strategy of online apparel marketers. (5 marks) [CO2]
3. Discuss with the help of examples the Consumer Decision making model. (5 marks) [CO2]