



SEAT No. \_\_\_\_\_

[2]

SARDAR PATEL UNIVERSITY

VALLABH VIDYANAGAR

BCOM (SIXTH SEMESTER)

No. of Printed Pages: 1

COMPUTER APPLICATIONS IN MARKETING (UB06ECOM05)

DATE: 2/8/2023

TIME:- 10.00 am to 12.00 pm

TOTAL MARKS:-60

Q.1) Explain six steps in E market Plan with relevant example (15)

OR

Q.1) Discuss in detail the Strategic Planning (SWOT analysis & Strategic Objectives) (15)

Q.2) What is MIS and discuss the role of MIS in organization (15)

OR

Q.2) Explain the techniques and applications of MIS (15)

Q.3) What is E-CRM and discuss the different levels of E-CRM (15)

OR

Q.3) Differentiate between CRM and E-CRM (15)

Q.4) Explain social media tools in detail (15)

OR

Q.4) Write a note on Digital Market Environment by relevant examples (15)

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