SARDAR PATEL UNIVERSITY
TYBCOM SEMESTER-VI
Wednesday, 6th April, 2016
10.30 AM TO 12.30 P.M
SUBJECT: Computer Application In Marketing
CODE: UB06ECOM05

Note: 1. Figure to the right indicates full marks.
2. All questions carry equal marks.

TOTAL MARKS: 60

Q.1   Discuss in detail E-market environment in modern business.   (15)

OR

Q.1 (a)   Discuss legal and ethical issues in E -marketing   (07)

(b)   Write note on emergence of E- market   (08)

Q.2 (a)   What is Management Information System (MIS)? Explain problems of MIS (08) in this technology era.

(b)   Write note on characteristics of information   (07)

OR

Q.2 (a)   Discuss different area knowledge which are important for the development (10) of MIS

(b)   Write application of MIS.   (05)

Q.3   Write note on : Mobile CRM   (07)
Customer Relationship Management   (08)

OR

Q.3 (a)   Explain tools of E CRM   (10)

(b)   Write difference between CRM and E CRM   (05)

Q.4   Explain stages of digital marketing model with the help of figure.   (15)

OR

Q.4   Explain in detail digital market environment.   (15)

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