SARDAR PATEL UNIVERSITY
TYBCOM SEMESTER-VI
Saturday, 7th April, 2018
2.00 P.M TO 4.00 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 six steps of e market plan with suitable examples.   (15)

OR

Q.1   Explain SWOT analysis of e market environment strategic planning.   (15)

Q.2   What is Management Information System (MIS)? Explain problems of MIS   (15)
in this technology era.

OR

Q.2 (a) Discuss different functions of MIS.   (08)
      (b) Write on role of MIS in organization.   (07)

Q.3   Explain in detail difference between CRM and E CRM.   (15)

OR

Q.3   Define Mobile CRM. What are the levels of E-CRM?   (15)

Q.4   Explain in detail the digital marketing environment.   (15)

OR

Q.4   Discuss with examples the tools of digital marketing.   (15)