

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2025

B.Tech-VIII Semester (CSE/IT/ECE/CE/BT/BI)

COURSE CODE (CREDITS): 18B1WH833 (3)

MAX. MARKS: 15

COURSE NAME: Internet marketing

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 1 Hour

Note: (a) All questions are compulsory.

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

Q.No	Question	CO	Marks
Q1	India's retail giants like Reliance Retail and Tata Neu are leveraging AI and big data to personalize customer experiences. Discuss how these brands can use consumer insights to enhance marketing strategies.	CO1	5
Q2	How can EdTech platforms (like BYJU'S, Unacademy, and Vedantu etc) apply geographic or demographic segmentation to develop their marketing strategies.	C02	5
Q3	Explain the concept of (a) Omni channel; (b) Confused positioning error	CO1&CO2	5