



**THE AMERICAN COLLEGE, MADURAI**  
(An Autonomous Institution Affiliated to Madurai Kamaraj University)  
Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale  
**Backlog Arrear Examination, March 2021**

**COURSE CODE: CIT 2425**

**MARKS: 75**

**COURSE TITLE: Virtual Internet Marketing**

**TIME: 3 HRS**

**PART - A**

**Answer any 5 questions**

**5 x 15 = 75**

1. What is Commercial Modeling? Discuss in detail about different commercial models.
2. What is Internet Branding? What are all the Importance of Internet Branding?
3. What are web surveys? Describe the Characteristics, methods and types of Web Surveys.
4. Explain in detail about Advertising and direct marketing
5. Discuss in detail about guidelines to keep in mind while designing a website.
6. Describe the advantages and disadvantages of mobile internet.
7. Discuss in detail about internet retailing and its types