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**PRESIDENCY UNIVERSITY
BENGALURU**

Department of Research & Development

Mid-Term Examinations – AUGUST 2024

Odd Semester : Ph.D. Course Work

Date : 12 / 08 / 2024

Course Code : COM837

Time : 09:30 am – 11:00 am

Course Name: Internet Based Management

Marks : 50

Department : School of Commerce

Weightage : 25%

Instructions:

- (i) Read the all questions carefully and answer accordingly.
(ii) Do not write any matter on the question paper other than roll number.
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PART A (THOUGHT PROVOKING)

Answer all the Questions. Each question carries 5 marks.

(4Qx 5M= 20M)

1. Define Digital Marketing. (CO:01BL: Knowledge)
2. Explain the need for ECRM. (CO:02 BL: Comprehension)
3. List out the Models of Internet Based Management. (CO:01BL: Knowledge)
4. State the legal considerations in Internet based management. (CO:02BL: Knowledge)

PART B (PROBLEM SOLVING)

Answer all the Questions. Each question carries 10 marks.

(3Qx 10M= 30M)

5. Explain the Internet-based Business Models. (CO:02 BL: Comprehension)
6. Describe the need for E-CRM. (CO:03 BL: Comprehension)
7. State and explain the challenges and opportunities in Internet-based management. (CO:01BL: Knowledge)