

Roll No.

Total No. of Pages : 02

Total No. of Questions : 18

M.Sc. (IT)/MCA (Sem.-3)

E-COMMERCE & DIGITAL MARKETING

Subject Code : PGCA-1921

Paper ID : 78397

Time : 3 Hrs.

Max. Marks : 70

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION - B & C have FOUR questions each.**
3. **Attempt any FIVE questions from SECTION B & C carrying TEN marks each.**
4. **Select atleast TWO questions from SECTION - B & C.**

SECTION-A

Write short notes on :

- 1) Hypertext Publishing
- 2) Credit Cards
- 3) Privacy and security in payment
- 4) E-Shopping
- 5) Online financial Risk
- 6) SEO
- 7) Social Capital
- 8) Referral Marketing
- 9) Domain Name
- 10) Blogging

SECTION-B

- 11) Describe the electronic payment system. Explain the process for electronic funds transfer. What kind of risks involved in online payment?
- 12) What is the role of EDI in Digital Marketing? What are the applications of EDI in E-Commerce?
- 13) Write short note on the Risk Management, Unethical practices in E-marketing and WWW as the Architecture.
- 14) Describe the E-Governance for India. Describe in detail the Indian Customer EDI system and Service centres.

SECTION-C

- 15) Why website creation is important? Describe the role of Content Marketing Strategy and Key Research for website development.
- 16) What is Search Engine optimization? What are the different components of SEM that must be planned by the marketing manager?
- 17) What is viral marketing and how it is different from influencer marketing? What would be the role of Off-page optimization for the SEO?
- 18) What is Digital Marketing? Discuss the important components of Digital Marketing.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.