

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

MCA (Sem.-3)
E-COMMERCE AND DIGITAL MARKETING

Subject Code : PGCA-1921

M.Code : 90807

Date of Examination : 08-06-2024

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

1. Write briefly:

- i. Value exchange system
- ii. SEO
- iii. Google rankings
- iv. P-O-E-M Framework
- v. E-commerce
- vi. Influencer marketing
- vii. Display media
- viii. Paid search
- ix. Hypertext publishing
- x. LinkedIn marketing.

SECTION-B

2. Write in detail how WWW is used as architecture and hypertext publishing?
3. **Define following :**
 - i. Electronic Fund Transfer.
 - ii. Risk in Electronic Payment System.
4. Write the various Electronic Data Interchange methods explaining their uses.
5. Explain the Legal security and privacy issues in E-Commerce.

SECTION-C

6. How can digital marketing strategy be planned to address the marketing challenges?
7. What is the digital marketing landscape? What are the skills required in digital Marketing?
8. Discuss the various content creation tools & apps. What are the challenges of content marketing?
9. What is SEO & SMM? How is SEO helping businesses to grow?

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.