

**Roll No.**

**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 : 24-05-2023**

**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 short notes on :**

- a) Internet Service Provider.
- b) What is Influencer Marketing?
- c) What are EDI softwares?
- d) Define SMM.
- e) What are EDI service centers?
- f) What are keyword analysis tools?
- g) What is the importance of E-mail Marketing?
- h) What is the role of Mobile marketing?
- i) What is E-Governance?
- j) Give importance of Web Analysis.

## **SECTION-B**

2. Write in detail how WWW is used as architecture and hypertext publishing.
3. Define following :
  - a) Electronic Fund Transfer.
  - b) 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. Discuss the major components of Online Marketing. What is the impact of Marketing?
7. What is need for Search Engine Optimization? Explain on-page and off-page optimization.
8. What is the use of content marketing strategies? Explain how strategies are developed.
9. Explain how to increase online web presence and drive more traffic for a web site?

**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.**