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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 : 22-12-2023

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) What is role of email marketing?
- b) Describe the M-marketing
- c) List the privacy issues in E-marketing.
- d) What is Hypertext publishing?
- e) Describe the role of smart cards for e-commerce.
- f) Elaborate the affiliate marketing.
- g) What is Off-page SEO?
- h) What is Viral marketing?
- i) Why keyword search is required?
- j) Highlight the importance of SMM.

## **SECTION-B**

2. Describe the process of online payment system. What are the types of traditional methods of payment? Highlight the barriers for e-payment system.
3. Explain the concept and applications of EDI. Discuss the limitations of EDI. Describe the role of EDI for E-commerce.
4. Describe the framework of E-commerce. Highlight and discuss the technical aspects of E-commerce.
5. What is E-business and describe the application parts of E-commerce for the business organisations.

## **SECTION-C**

6. What is search engine optimization and how it's different from SEM? Discuss the various strategies of SEO.
7. What is content marketing strategy? Elaborate the role of content marketing for website planning.
8. Describe the digital marketing and what are the different components of online marketing?
9. Discuss the role of online marketing. Describe the role of web analytics for 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.**