

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 : 19-12-2024

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 each from SECTION - B & C.**

SECTION-A

1. Write short notes on:

- a) What is ISP?
- b) Discuss Hypertext Publishing.
- c) What is meant by token Based systems?
- d) Define EDI.
- e) What are customer EDI systems?
- f) Write concept of Blogging.
- g) What are Forums?
- h) Discuss content marketing strategy.
- i) Write the function of Mobile Marketing.
- j) Write about Web Analysis.

SECTION-B

2. Discuss the framework of E-commerce.
3. **Define following :**
 - a. Value Exchange System
 - b. Designing Electronic Payment System.
4. Discuss the legal and security issues in Electronic data Exchange Procedure?
5. Explain the role of Smart cards and credit cards in Electronic Payment System.

SECTION-C

6. Discuss the advantages of Online Marketing. What is the importance of Social Media Marketing?
7. What is need for Search Engine Optimization? Explain its analysis on website.
8. What is the use of keyword research and analysis? Explain keyword analysis tools.
9. Explain the impact of various strategies to improve the web presence for marketing product.

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.