

**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 : 03-01-2023**

**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 do you understand by the term E-Commerce?
  - b) What do you understand by Internet service provider and World Wide Web?
  - c) What is electronic fund transfer?
  - d) What is EDI?
  - e) How EDI software implementation is done?
  - f) What is affiliate marketing, give examples?
  - g) Explain affiliate and influencer marketing with the help of examples.
  - h) What is search engine optimization?
  - i) What do you understand by web analytics? How e- mail marketing is done?
  - j) What is social media marketing?

## **SECTION-B**

2. What are the technical components of the E-commerce? How E-commerce has helped Indian business to expand?
3. How smart cards have helped in digitalization of Indian economy? What are the risks involved in the electronic payment system?
4. What is the application of EDI in business? What are the legal issues involved in it?
5. How successful is e-governance in India? What is the security, issues involved?

## **SECTION-C**

6. What are the various components of the online marketing and the impact of online marketing on business?
7. What is the role and importance of internet and search engine optimization? What is SEM?
8. How social media marketing is becoming a major tool of marketing in digital marketing? What in on page optimization and off page optimization?
9. How a successful content marketing strategy can be made and implemented?

**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.**