

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.