

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

M.Sc. (IT) (Sem.-3)

E-COMMERCE AND DIGITAL MARKETING

Subject Code : PGCA-1921

M. Code : 78397

Date of Examination : 16-12-2022

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 e-commerce framework?
 - b) Differentiate between World Wide Web and internet service provider?
 - c) What is architectural framework for e-commerce?
 - d) What is difference between traditional payment and e-payment?
 - 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 applications of the e-commerce? What is the architectural framework for e-commerce?
3. What is digital token based electronic payment system? How the electronic, payment system is designed?
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. Discuss in detail the major components of online marketing.
7. How online advertising and mobile marketing is evolving in the new digital era?
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.