

**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 : 93339**

**Date of Examination : 14-01-23**

**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?
  - b) What is Extranet?
  - c) What is Plastic Money?
  - d) What is Bulk-Emailing?
  - e) What is Blogging?
  - f) What are different types of Email Marketing?
  - g) What is Off-Page SEO?
  - h) What do you understand by domain name?
  - i) Online financial Risk
  - j) Referral Marketing

## **SECTION-B**

2. Discuss the E-Commerce applications in the area of manufacturing. Explain by citing examples.
3. What is the role of EDI in Digital Marketing? What are the applications of EDI in E-Commerce?
4. Write short note on the Risk Management; Unethical practices in E-marketing and WWW as the Architecture.
5. Describe the E-Governance for India. Describe in detail the Indian Customer EDI system and Service centres.

## **SECTION-C**

6. Suppose you have developed website of your department, discuss which tools you will choose to promote your website?
7. What is Search Engine optimization? What are the different components of SEM that must be planned by the marketing manager?
8. Discuss in detail the application and features of Google Analytics.
9. Discuss the applications and challenges in E-mail marketing. Explain by citing examples.

**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.**