

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

Post-Graduate Diploma in Digital Marketing (Sem.-2)

E-COMMERCE

Subject Code : PGDDM-204-20

M.Code : 79798

Date of Examination : 19-12-2022

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. **Write briefly :**
 - a) M-commerce
 - b) Social Impact of e-business
 - c) EDI
 - d) E-Cheque
 - e) Agile manufacturing
 - f) Web marketing
 - g) HTTP vs HTTPs
 - h) SSL certificate
 - i) Personal firewalls
 - j) Encryption.

SECTION-B

UNIT-I

2. Discuss various elements of the environment of e-business in India.
3. What is a business model? Discuss essential components of an e-commerce business model with the help of examples.

UNIT-II

4. What is an electronic payment system? Discuss the essential feature of an effective electronic payment system.
5. What are various security and privacy issues in e-commerce? How would you handle such issues? Discuss.

UNIT-III

6. Define supply chain management. Discuss the importance of internet-based supply chain management.
7. What is CRM? Discuss various building blocks of CRM

UNIT-IV

8. Outline and discuss the process of affixing digital signatures. Discuss the role of public key and private key cryptography in digital signatures.
9. Differentiate on-page SEO and Off-Page SEO. Briefly explain on-page search engine submission techniques.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.