

**E-COMMERCE AND DIGITAL MARKETING****Time : 2.30 Hours]****[Maximum Marks : 50****[Minimum Marks : 17****NOTES :**

- i) Attempt All questions.
- ii) Students are advised to specially check the Numerical Data of question paper in both versions. If there is any difference in Hindi Translation of any question, the students should answer the question according to the English version.
- iii) Use of Pager and Mobile Phone by the students is not allowed.

**Q1) Answer any two of the following :****[2 × 5 = 10]**

- a) What is E-Commerce?
- b) Explain the objectives of social media marketing.
- c) Write short note on social media platform and B2B marketing.

**Q2) Answer any two of the following :****[2 × 5 = 10]**

- a) Explain Key multimedia concepts.
- b) Explain the merits and demerits of social media marketing.
- c) Discuss branding strategies of social media.

**Q3) Answer any two of the following :****[2 × 5 = 10]**

- a) Write a note on social media analytics.
- b) Explain the importance of Information search and Retrieval.
- c) Explain the limit of the characters in Ad-words Ads?

**Q4) Answer any two of the following :****[2 × 5 = 10]**

- a) What is SEO? Explain.
- b) What is google Analytics and how does it works?
- c) What do you know about Adsense in social media marketing?

**Q5) Answer any two of the following :****[2 × 5 = 10]**

- a) What is Pinterest? Explain its main practices, tips and tools.
- b) Is social media marketing better for B2C or B2B businesses? Explain.
- c) How should we use LinkedIn and Facebook for marketing?