E-COMMERCE AND DIGITAL MARKETING

Code No. : 24

Time : 2:30 Hours]

[Maximum Marks :

NOTES :

i) Attempt all questions.

ii) Students are advised to specially check the Numerical Data of question paper in both versions. If there is an difference in Hindi Translation of any question, the students should answer the question according to the Englis 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 the role of 'E-Governance' in E-Commerce?

b) What do you understand by E- Commerce Business models? Describe B2B model in detail.

c) Describe various components of E-commerce.

Q2) Answer any two of the following :

[2×5=10

a) What are the threats and protections for E-Commerce payment system?

b) What do you understand by 'digital marketing'? Why is it preferred over 'traditional marketing'?

c) Classify why should you use youtube for digital marketing.

Q3) Answer any two of the following:

[2×5=1

a) What is 'content marketing'? Write the need for content marketing.

b) How will you write a perfect e-mail? Explain.

c) What is 'Google ad words'? How does it work?

Q4) Answer any two of the following:

[2×5=1

a) What do you understand by SEO? Describe role of SEO in digital marketing.

b) What do you mean by Hacking? How can it be prevented in business organisations?

c) How can a merchant minimize the incidents of internet frauds?

Q5) Write short notes on any two of the following:

[2×5=1

a) How Google reads our pages?

b) Google Tag manager a brief overview.

c) Understanding quality score.