

- Note:- 1) All questions are compulsory.
2) Figures to the right indicate maximum marks.

Q1) Answer the following (Any 4 out of 6)

(20 M)

- 1) Describe the opportunities and challenges present in E- Commerce. Co1 (U)
- 2) Explain the following:- Co1 (U)
 - a) B2C b) B2B c) C2B d) C2C e) B2E
- 3) Describe the five stages of planning a digital marketing strategy. Co2 (A)
- 4) Explain the working of Electronic Payment System. Co2 (U)
- 5) Describe the Legal and Ethical issues related to e-commerce. Co1 (A)
- 6) Distinguish between Traditional v/s Digital Marketing. Co2 (E)

Q2) Answer the following (Any 4 out of 6)

(20 M)

- 1) Explain Social media and its types. Co2 (U)
- 2) Explain Linked In and its importance. Co2 (U)
- 3) Explain Twitter advertising campaign. Co2 (U)
- 4) Explain the types of mobile marketing. Co2 (U)
- 5) What is Content Marketing ? Explain types of contents. Co2 (R, U)
- 6) Explain content creating tools and apps. Co2 (U)

Q3) Answer th following (Any 4 out of 6)

(20 M)

- 1) Explain different types of search engines. Co3 (U)
- 2) Explain types of search intents. Co3 (U)
- 3) Explain on page optimization. Co3 (U)
- 4) Explain web analytics' in digital. Co3 (U)
- 5) Explain Reporting and Analysis of google analytics. Co3 (U)
- 6) Write Search Engine Optimization techniques. Co3 (U)

Q4) Answer the following (Any 5 out of 6)

(15 M)

- 1) Explain the driving factors of e-Commerce and e-Business models. Co1 (U)
- 2) List out the impact of E- Commerce on Business models. Co1 (U)
- 3) Explain the benefits of a facebook business page. Co2 (U)
- 4) Explain different types of mobile advertising. Co2 (U)
- 5) Write the benefits of SEO. Co3 (U)
- 6) Write the objectives of Web Analytics. Co3 (U)