

Duration: 2 1/2 Hrs

E-commerce & D.M (02)
Fees - H213A23ECDM

Seat Number: - _____

Marks:- 75

- 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) Define E- Commerce. Explain the various e-commerce applications. Co1 (R, U)
- 2) Write the difference between e-commerce and m-commerce. Co1 (E)
- 3) Explain the Electronic Payment Schemes. Co1 (U)
- 4) Explain the Digital Marketing Channels. Co2 (U)
- 5) Write a note on the P-O-E-M framework. Co2 (U)
- 6) Explain the skills required in Digital Marketing. Co2 (U)

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

(20 M)

- 1) Explain Facebook marketing tools. Co2 (U)
- 2) Explain Content Strategy of Linked In. Co2 (U)
- 3) Explain E- Mail Marketing and its types. Co2 (U)
- 4) Explain Content Marketing strategy. Co2 (U)
- 5) Explain the challenges of Content Marketing. Co2 (U)
- 6) Explain types of blog posts. Co2 (U)

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

(20 M)

- 1) Explain common Search Engine Optimization Techniques (SEO). Co3 (U)
- 2) What is a Search Engine? How does a search engine works. Co3 (U)
- 3) Explain off-page optimization. Co3 (U)
- 4) Explain Web Analytics process. Co3 (U)
- 5) Explain google Analytics. Co3 (U)
- 6) Explain the steps for searching a keyword. Co3 (U)

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

(15 M)

- 1) Explain top SEO tools. Co3 (U)
- 2) Write the different available Ad formats. Co3 (U)
- 3) Explain any two email marketing tools. Co2 (U)
- 4) Write the benefit of Mobile Marketing. Co3 (U)
- 5) List out the impact of E-Commerce on Business models. Co1 (U)
- 6) List the benefits of Electronic Payment System. Co1 (U)