Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐  Total No. of Pages : 02

Total No. of Questions : 09

## MCA    (Sem.–3)
# E-COMMERCE AND DIGITAL MARKETING
### Subject Code : PGCA-1921
### M.Code : 90807
### Date of Examination : 24-05-2023

Time : 3 Hrs.                                                  Max. Marks : 70

**INSTRUCTIONS TO CANDIDATES :**
1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION - B & C. have FOUR questions each.
3. Attempt any FIVE questions from SECTION B & C carrying TEN marks each.
4. Select atleast TWO questions from SECTION - B & C.

## SECTION-A

1. **Write short notes on :**

   a) Internet Service Provider.

   b) What is Influencer Marketing?

   c) What are EDI softwares?

   d) Define SMM.

   e) What are EDI service centers?

   f) What are keyword analysis tools?

   g) What is the importance of E-mail Marketing?

   h) What is the role of Mobile marketing?

   i) What is E-Governance?

   j) Give importance of Web Analysis.

## SECTION-B

2. Write in detail how WWW is used as architecture and hypertext publishing.

3. Define following :

   a) Electronic Fund Transfer.

   b) Risk in Electronic Payment System.

4. Write the various Electronic Data Interchange methods explaining their uses.

5. Explain the Legal security and privacy issues in E-Commerce.

## SECTION-C

6. Discuss the major components of Online Marketing. What is the impact of Marketing?

7. What is need for Search Engine Optimization? Explain on-page and off-page optimization.

8. What is the use of content marketing strategies? Explain how strategies are developed.

9. Explain how to increase online web presence and drive more traffic for a web site?

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