

FYCS/SEM II/REG/-E-commerce and Digital Marketing

Marks:75

Time: 2½ hrs.

- Note:**
1. All questions are compulsory with internal choice.
 2. Draw neat diagrams wherever necessary.
 3. Figures to the right indicate full marks.

- Q.1 Answer the following (any four) (20)**
- (a) Define E-commerce. Explain the advantages of E-commerce.
 - (b) Write a note on P-O-E-M framework.
 - (c) What is EDI ? Explain in detail.
 - (d) Distinguish between Traditional vs Digital marketing.
 - (e) Explain the following
I)B2B II) C2C
 - (f) Describe the following electronic payment schemes
I)Credit card II) Smart card
- Q.2 Answer the following (any four) (20)**
- (a) Explain social media in detail.
 - (b) Explain mobile marketing.
 - (c) Write note on Twitter marketing.
 - (d) Explain Facebook marketing.
 - (e) What is email marketing?
 - (f) What is LinkedIn ?
- Q.3 Answer the following (any four) (20)**
- (a) What are the tools of search engine? Explain any four.
 - (b) What is SEM?
 - (c) Write short note on Google Ad words .
 - (d) What is Search engine optimization.
 - (e) Explain google analytics.
 - (f) Explain On-Page SEO.
- Q.4 Answer the following (any five) (15)**
- (a) Explain keyword features in SEO .
 - (b) Explain content marketing strategy.
 - (c) Explain electronic payment system in detail.
 - (d) Explain reports in web analytics.
 - (e) What is Off- page SEO?
 - (f) Explain white hat and black hat in SEO.

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