

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

Time: 2½ hrs.

Marks:75

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

(20)

Q.1 Answer the following (any four)

- (a) Define E-commerce. Explain the history 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) B2C
- (f) Describe the following electronic payment schemes.
I)Credit II) Debit

(20)

Q.2 Answer the following (any four)

- (a) Explain social media and its type.
- (b) Explain mobile marketing.
- (c) Write note on Twitter marketing.
- (d) Explain Facebook marketing.
- (e) What are the types of blog post?
- (f) What are the email marketing tools?

(20)

Q.3 Answer the following (any four)

- (a) What are the tools for search engine?
- (b) What is SEM?
- (c) Write short note on Google Ad words .
- (d) How to search for keywords explain in detail.
- (e) Explain google analytics.
- (f) Explain On-Page SEO.

(15)

Q.4 Answer the following (any five)

- (a) Explain keyword intent and list all.
- (b) Explain content marketing strategy.
- (c) Explain electronic check work in detail.
- (d) Explain LinkedIn in detail.
- (e) What is Off- page SEO?
- (f) What is email marketing?

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