Program/Sem:	T.Y.B.M.S – Sem - V		Course:	E-Commerce & Digital Marketing
Program Code:	2M00155		Course Code:	46007

Duration:	2 ½ Hour	0 7 NOV 2025	Max. Marks:	75

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1   **Attempt the following.**

     A.   **Fill in the blanks with an appropriate answer from the alternatives given. (Any 8)**   **[08]**

       i).   _____ often have strong connections with their audience.

         (a)   Mega influencers   (b)   Micro influencers

         (c)   Nano influencers   (d)   Macro influencers

       ii).   ERP stands for _____ .

         (a)   Enterprise reverse planning   (b)   Enterprise resolution planning

         (c)   Enterprise resource planning   (d)   Enterprise resource plan

       iii).   A _____ is a destructive program that looks like a genuine application.

         (a)   worms   (b)   viruses

         (c)   malware   (d)   trojan horse

       iv).   A _____ is a huge collection of corporate data used to aid decision making inside an organization.

         (a)   Data warehouse   (b)   Customer Relationship Management

         (c)   Supply Chain Management   (d)   Enterprise Resource Planning

       v).   _____ is any process that publicizes or advertises a website, business, brand, or service via the medium of blogs.

         (a)   Influencer marketing   (b)   Digital Marketing

         (c)   Viral marketing   (d)   Blog marketing

       vi).   _____ is a social networking site that allows its users to engage with each other through short messages called tweets.

         (a)   YouTube   (b)   Twitter

         (c)   Instagram   (d)   Facebook

vii). _____ refers to buying and selling shares, bonds, foreign currencies, cryptocurrencies, and other financial instruments online.

(a) E-procurement

(b) E-auction

(c) E-trading

(d) Data Warehouse

viii) _____ is also known as next-generation e-commerce.

(a) E-governance

(b) E-education

(c) E-business

(d) M-commerce

ix). Search Engine Marketing targets _____.

(a) paid traffic

(b) free traffic

(c) unpaid traffic

(d) children

x). A website is a collection of _____ and related content that is identified by a common domain name and published on at least one web server.

(a) web Layouts

(b) web pages

(c) web Designs

(d) Web servers

B. **True or False: (Any 7)**   [07]

i). A data warehouse is built to store large quantities of historical data.

ii). Privacy refers to the ability of a customer to control the use of information provided by him to an e-commerce website.

iii). Trojan horses are the unauthorized use of services and harassment by email.

iv). The electronic payment mode is compulsorily required in E-commerce.

v). A product reviewed by a vlogger is a part of influencer marketing.

vi). Spam is an unsolicited email.

vii). The full form of ATM in the Banking sector is Any Time Money.

viii) Digital Marketing does not allow personalization and cost reduction.

ix). The RTGS system was introduced in March 2004 in India.

x). Search engine marketing is a short-term approach.

Q. 2   **Attempt either A or B.**   [15]

A. a) Explain the concept of E-Commerce and Elaborate on its Myths in detail.   [08]

    b) Explain M-Commerce and elaborate on its benefits.   [07]

OR

| B. | c) | Explain the latest trends in M-commerce in India. | [08] |
| | d) | Discuss the issues in implementing E-Commerce. | [07] |

Q. 3		Attempt either A or B.	[15]
A.	a)	What is EDI? Explain its benefits.	[08]
	b)	Discuss the principle of Web design.	[07]

<p align="center">OR</p>

| B. | c) | Explain the Brick-and-click model of business and elaborate on its benefits. | [08] |
| | d) | Explain in brief the concept of Data Warehouse and Enterprise Resources Planning. | [07] |

Q. 4	A.	Attempt either A or B.	[15]
	a)	What are payment gateway and elaborate on its types in detail.	[08]
	b)	Elucidate various types of electronic payment systems.	[07]

<p align="center">OR</p>

| B. | c) | Explain the IT Act 2000 in detail. | [08] |
| | d) | Explain privacy and security issues in e-commerce and discuss the issues related to them. | [07] |

Q. 5		Attempt either (A and B) or C.	[15]
A.		Explain the latest developments and strategies in digital marketing.	[08]
B.		What is digital marketing? Explain the advantages of digital marketing.	[07]

<p align="center">OR</p>

| C. | | Short Note: (Any 3) (5 marks each) | [15] |

a) E-Wallet

b) Search Engine Optimization

c) E-Commerce trends in Education sector

d) E-Procurement

e) Customer Relationship Management

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