

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**M.Sc. (IT) (Sem.-3)**  
**E-COMMERCE AND DIGITAL MARKETING**  
**Subject Code : PGCA-1921**  
**M. Code : 78397**  
**Date of Examination : 17-05-2023**

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) Hypertext Publishing
- b) Credit Cards
- c) Privacy and security in payment
- d) E-Shopping
- e) Online financial Risk
- f) SEO
- g) Social Capital
- h) Referral Marketing
- i) Domain Name
- j) Blogging.

## SECTION-B

2. Describe the electronic payment system. Explain the process for electronic funds transfer. What kind of risks involved in online payment?
3. How can an electronic payment system be designed? What are its advantages over the traditional payment system?
4. What are the technical components of E commerce. Discuss the applications of E-commerce
5. Describe the E-Governance for India. Describe in detail the Indian Customer EDI System and Service centres.

## SECTION-C

6. What are the components of online marketing? How can an impact be created with the help of influencer marketing?
7. What is Search Engine optimization? What are the different components of SEM that must be planned by the marketing manager?
8. What is Digital Marketing? Discuss the important components of Digital Marketing.
9. Write detailed notes on :
  - a) Content Marketing
  - b) Affiliate Marketing.

**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.**