

1. All questions are compulsory.
2. All questions carry equal marks.
3. Draw neat, labelled diagrams wherever necessary

Q1. Attempt the following (Any Four)

[20marks]

- a. Explain the legal and ethical issues related to e-commerce
- b. Explain the working of electronic payment system
- c. Describe the working of e-cash
- d. Write a note on poem framework?
- e. Enlist and explain any five digital marketing channels
- f. Explain the following
 1. segmentation messages
 2. customizing messages

Q2. Attempt the following (Any Four)

[20marks]

- a. Why social media engagement is so important?
- b. What are the strategies of a linked explain them?
- c. What is email marketing automation also enlist its benefit
- d. List and explain the types of email marketing
- e. What are the different types of contents?
- f. Explain content creation tools and apps

Q3. Attempt the following (Any Four)

[20marks]

- a. Explain explain the fundamentals of ad words
- b. What are the objectives of web analytics?
- c. What are the parameters of Google analytics?
- d. Explain the understanding of keywords and its types
- e. What are the mistakes and pitfalls of web analytics?
- f. What are the different types of search engines?

Q4. Attempt the following (Any Five)

[15marks]

- a. Describe the opportunities in e-commerce
- b. Difference between E-Commerce and m commerce
- c. What are the challenges of content marketing
- d. What is YouTube marketing?
- e. How does a search engines work
- f. What are the benefits of SEO?

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