

- N.B. (1) All questions are **compulsory**.
(2) Figures to the right indicate marks.
(3) Answers to the same question must be written together.

Q.1 Attempt the following

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1. What is E-Commerce?
 - a) Electronic Commerce
 - b) Sale of goods
 - c) Doing Business
 - d) Purchase of goods
2. B2C stands for ____
 - a) Business to Business
 - b) Business to Goods
 - c) Business to Consumer
 - d) Consumer to Business
3. Following is the main feature of E-commerce
 - a) Reduce the cost
 - b) Price flexibility
 - c) Time distribution
 - d) Easy to Handle
4. Which of the following is part of the four main types for e-commerce?
 - a) B2B
 - b) B2C
 - c) C2B
 - d) All of the above
5. The best product to sell in B2C E-commerce are:
 - a) Small products
 - b) digital products
 - c) specialty products
 - d) fresh products.
6. Which of the following is not considered to be one of the three phases of e-commerce?
 - a) Preservation
 - b) Innovation
 - c) Consolidation
 - d) Modification
7. Which type of e-commerce focuses on consumers dealing with each other?
 - a) B2B
 - b) C2C
 - c) B2C
 - d) C2B.
8. Which social network is considered the most popular for business to business marketing?
 - a) Facebook
 - b) Orkut
 - c) Ryze
 - d) Linkdln
9. What is the term adopted for updates by Twitter users?
 - a) Tweets
 - b) Toots
 - c) Twinks
 - d) Posts
10. Facebook is a ____
 - a) Digital Platform
 - b) Management Platform
 - c) Network Platform
 - d) Social Media Platform
11. Which of the following is an important aspect of creating blogs and posting content?
 - a) Using a witty user name
 - b) Posting at least once a month to the blog
 - c) Social Media Optimization
 - d) All of the above.
12. What is Vlog?
 - a) Video Log
 - b) Video blog
 - c) Log of blog activity
 - d) Post blog
13. What a company do on Facebook apart from their page to create a following?
 - a) Post more updates than usual to other groups
 - b) Use groups, both company originated and posting
 - c) Use several pictures
 - d) Use video.

14. What is social media optimization?

- a) Creating content which easily creates publicity via social networks
- b) Writing clear content
- c) Creating short content
- d) None of the above

15. SEO means _____

- a) Search Engine Optimization
- b) Search Engine Optimum
- c) Search Electric Optimization
- d) None of the above

16. Ad Rank means _____

- a) Ad Rank is a Linux Technology.
- b) Ad Rank is a value that determines your Ad position.
- c) Ad Rank is a static information.
- d) None of the above.

17. In order to identify the users, web analytics tools need to report on?

- a) Page Views
- b) Unique users
- c) User Sessions
- d) Link View

18. The most common user identification technique is via?

- a) Cookies
- b) Sessions
- c) Page view
- d) Segmentation

19. Google Analytics launched as of September 29, 2011.

- a) True analytics
- b) Live analytics
- c) On Time analytics
- d) Real Time analytics

20. CPA stands for _____

- a) Cost Per Acquisition
- b) Cost Per Analysis
- c) Cost Per Acceptance
- d) None of the above

Q.2) Attempt the following (Solve any TWO)

- i) What is E-Commerce? Explain it.
- ii) What are the factors of Driving E-Commerce? Explain it with diagram.
- iii) Write a note on B2C.
- iv) Differentiate between E-Commerce and M-Commerce

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Q.3) Attempt the following (Solve any TWO)

- i) How does social media benefit a business?
- ii) What is a Facebook page and reach?
- iii) What is a LinkedIn? Explain its marketing strategies.
- iv) Explain Mobile Marketing.

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Q.4) Attempt the following (Solve any TWO)

- i) What is On-Page SEO? And how to Do It?
- ii) Explain Search Engine Marketing.
- iii) How does Google Ads works?
- iv) Write a note on Social Media Analytics

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Q.5) Attempt the following (Solve any ONE)

- i) Discuss Social impact and growth in e-commerce.
- ii) Explain the types of content.
- iii) Write a short note on Google Analytics.

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