000693

PRN:		Course Code :	UCA401

Second Year **BCA** End Semester Examination Winter 2024

E-Commerce & Digital Marketing

Day and Date: Fri 22 NOV 2024 Max Marks: **100**

Time : 02:00PM To 05:00PM Duration: **03** hrs

Instructions: All questions are compulsory.

			Marks	Bloom's Level	CO
Q.1		**Attempt the following**			
	a)	Explain E-commerce. Describe the factors responsible for growth of Ecommerce?	**08**	L2	CO1
	b)	Briefly explain the E-business models with example.	**08**	L1	CO1
		OR			
	b)	List e-Commerce Applications.	**08**	L4	CO1
Q.2		**Attempt the following**			
	a)	Compare between Traditional and Digital Marketing.	**08**	L4	CO2
	b)	Define payment system and explain different types of Electronic payment system.	**08**	L2	CO2
		OR			
	b)	Elaborate P-O-E-M framework. What do you mean by digital marketing?	**08**	L6	CO2
Q.3		**Attempt any two from the following**			
	a)	Write short notes on i) Importance of LinkedIn Marketing, ii) Facebook Marketing	**08**	L2	CO3
	b)	What is social media marketing? Write different types of social media websites?	**08**	L1	CO3
	c)	Discuss the different advertising options available on Twitter for promoting campaigns.	**08**	L4	CO3
Q.4		**Attempt any two from the following**			
	a)	Explain mobile marketing and its types.	**08**	L2	CO4
	b)	Identify the types of Blog Post.	**08**	L3	CO4
	c)	Explain email marketing? Discuss different types of emails.	**08**	L2	CO4
Q.5		**Attempt any Two of the following**			
	a)	Explain the buying models used in SEM: Cost per Click (CPC), Cost per Mille (CPM), Cost per Lead (CPL), and Cost per Acquisition (CPA).	**09**	L5	CO5
	b)	Explain different SEO techniques.	**09**	L2	CO5
	c)	What is Search Engine Marketing (SEM), and how does it differ from SEO?	**09**	L1	CO5
Q.6		**Attempt any Two of the following**			
	a)	Elaborate web analytics in detail.	**09**	L6	CO6
	b)	List out Web Analytic tools and explain any four.	**09**	L4	CO6
	c)	Discuss the different types of reports available in Google Analytics for website analysis.	**09**	L3	CO6

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