

Roll Number:

DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING
SCHOOL OF ENGINEERING SCIENCES & TECHNOLOGY
JAMIA HAMDARD

SUPPLEMENTARY EXAMINATION, APRIL 2023

PAPER NAME: DIGITAL MARKETING & E-COMMERCE
PAPER CODE: BCA OE 513

TIME ALLOWED: 3 HOURS

MAXIMUM MARKS: 75

SECTION A

(7 questions * 5 marks = 35 marks)

All questions are compulsory. All questions carry equal marks.

Q. No.	Questions	Marks	CO	Blooms Taxonomy
1	What is digital marketing?	5	CO 1	K 1
2	Define e-commerce.	5	CO 1	K 1
3	Explain different forms of print media.	5	CO 2	K 2
4	Explain different models of e-commerce.	5	CO 2	K 2
5	Discuss POEM.	5	CO 3	K 3
6	Differentiate between consumer and customer.	5	CO 4	K 4
7	Write short notes on the following: a. PPC b. PPA	2.5+ 2.5	CO 4	K 4

SECTION B

(4 questions * 10 marks = 40 marks)

Attempt any 4 questions. All questions carry equal marks.

Q. No.	Questions	Marks	CO	Blooms Taxonomy
1	What is marketing? Explain marketing mix.	10	CO 3	K 3
2	Differentiate between traditional market and e-commerce.	10	CO 4	K 4
3	"Social media has a huge impact on a person's buying habits." Elaborate.	10	CO 5	K 5
4	Explain how any four media platforms that have influenced you?	10	CO 5	K 5
5	Throw some light on the negative aspects of social media.	10	CO 6	K 6
6	Write short notes on the following: a. SEO b. Keywords c. Web crawlers d. Google adwords	2.5+ 2.5+ 2.5+ 2.5	CO 2	K 2

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