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Odd Semester Examination 2024

Paper Name: Digital Marketing and E-Commerce
Time: 2.5 Hours

Paper Code: BCA-OE-513/BSC-OE-513
Maximum Marks: 60

Section- A
20 Marks
Attempt all questions

Q. N.	Mark: True/False Questions	Marks	CO	BL
1.	The infrastructure supporting e-commerce includes computers, satellites, wire, cable, software, support services, and people.	1	CO2	L2
2.	Both big and small companies use e-commerce to advertise their product.	1	CO2	L2
3.	The Internet has only a limited impact on our personal lives	1	CO2	L3
4.	The consumer-to-business model (C2B) applies to any business or organization that uses the Internet to sell its products or services to consumers.	1	CO2	L2
5.	Because English is the dominant language on the Internet, most current Web sites do not need to be translated into another language	1	CO2	L2
6.	Auction-style business models, such as eBay, make money from licensing, transaction, commission, and advertising fees	1	CO2	L3
7.	The oldest and fastest-growing form of e-commerce is the business-to-business (B2B) model, which allows e-businesses to collaborate and share research and complex data with other businesses.	1	CO2	L2
8.	Each computer has its Internet search engine.	1	CO3	L3
9.	E-commerce is the fastest-growing form of commerce in the world	1	CO3	L3
10.	Electronic communication dates back to Samuel F.B. Morse.	1	CO3	L3
11.	The primary concern for a company in a global expansion is the language barrier.	1	CO2	L2
12.	Electronic Funds Transfers are less secure and more expensive for a merchant than paper check payments and collections.	1	CO3	L3
13.	Business is only conducted by corporations and not by government or not-for-profit organizations.	1	CO3	L3
14.	The first retailers in the U.S. were the general stores in the mid-1800s.	1	CO2	L2
15.	An online merchandiser will use a hyperlink as a merchandising cue to connect a consumer to another location on the same Web site or a related Web site.	1	CO2	L2
16.	One of the main benefits of wireless technology is mobility.	1	CO2	L2
17.	Facebook, Twitter, LinkedIn, and other social networks allow companies to monitor customer conversations and quickly flag customer service issues and concerns	1	CO3	L3
18.	Colors, thought triggers, images, and sounds address physiological buying behaviors.	1	CO2	L2
19.	One key principle of digital marketing is creating an easy, seamless, and convenient user experience for target audiences.	1	CO2	L3
20.	All digital media technologies are considered "user-generated" content	1	CO2	L3

Section- B**20 Marks****Attempt any four questions**

Q. N.	Questions	Marks	CO	BL
1.	Describe the characteristics of Digital Marketing.	5	CO1	L2
2.	Explain the POEM framework.	5	CO1	L3
3.	What is SEO? How does SEO work?	5	CO2	L4
4.	Enumerate Content marketing.	5	CO2	L2
5.	Write about the types of email marketing	5	CO3	L4
6.	Explain about different social media channels.	5	CO4	L5

Section -C**20 Marks****Attempt any two questions**

Q. N.	Questions	Marks	CO	BL
1.	Explain the steps in creating a Facebook marketing strategy.	10	CO4	L6
2.	What is E-commerce? List out the benefits of E-Commerce.	10	CO4	L6
3.	Describe the types of Affiliate Marketing.	10	CO5	L5
4.	How to improve the web traffic on the web page for an enhanced web page.	10	CO5	L5

BL: Bloom's Taxonomy Levels: 1- Remembering, 2- Understanding, 3- Applying, 4-Analysing, 5-Evaluating, 6- Creating