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Examination: Odd Semester Examination 2022

Course Name: Digital Marketing & E-Commerce
Course Code: BCA OE513

Time allowed: 3 hours

Maximum Marks: 75

SECTION A
(35 MARKS)

ALL QUESTIONS ARE COMPULSORY

Q. N.	Questions	Marks	CO	BL
1.	Four Ps of Marketing Mix are. → → .and...	1+1+1+1	CO1	K1
2.	Three additional Ps of Services Marketing Mix are. → ... and...	1+1+1	CO1	K1
3.	POEM framework stands for. → .and...media	1+1+1	CO1	K1
4.	Products includes. .and...	1+1	CO1	K1
5.	Traditional commerce also refers to...market	1	CO2	K1
6.	Olx is an example of. .(model)	1	CO2	K2
7.	SEO stands for...	1	CO1	K1
8.	Digital payment is a transaction that takes place via... Mode	1	CO3	K3
9.	CPC refers to Cost Per	1	CO1	K1
10.	Debit cards, credit cards are an example of plastic...	1	CO3	K3
11.	With...card, the customer can only pay money that is already there in his bank account	1	CO3	K3
12.	The process of dividing heterogeneous market into smaller homogeneous groups is called...	1	CO3	K3
13.	Malware is a class of advertising method which is considered unethical and may be even illegal (T/F)	1	CO3	K3
14.	Web page is the first page of a web site (T/F)	1	CO2	K2
15.	B2C model describes commerce between business (T/F)	1	CO2	K2
16.	Electronic market is a physical representation of market (T/F)	1	CO2	K2
17.	Order and delivery are execution phase of trade cycle (T/F)	1	CO3	K3
18.	EDI is Electronic Data Interchange (T/F)	1	CO2	K2
19.	Amazon is an example of C2C (T/F)	1	CO3	K3
20.	EFT is a popular method to directly transfer money from one bank account to another bank account (T/F)	1	CO2	K2
21.	Keywords are the core of SEO (T/F)	1	CO3	K2
22.	SEO is useful in increasing the number of visitors to a website (T/F)	1	CO3	K2

23.	Email marketing is an approach based on communication via email (T/F)	1	CO3	K3
24.	WWW and internet are often used interchangeably, but there is a fundamental difference between the two (T/F)	1	CO3	K3
25.	HTML stands for hyper-text make up language (T/F)	1	CO1	K1
26.	Keypad refers to a word or a group of words an internet user uses to perform a search in a search engine (T/F)	1	CO3	K3
27.	Internet advertising is a way to demonstrate offers in front of users around the globe (T/F)	1	CO3	K3

SECTION B
(20 MARKS)

ATTEMPT ANY FOUR

Q. N.	Questions	Marks	CO	BL
1.	Define e-commerce.	5	CO1	K1
2.	Outline the objectives of e-commerce.	5	CO3	K3
3.	Examine the advantages of online banking services.	5	CO4	K4
4.	Enlist the advantages of electronic payment system.	5	CO5	K5
5.	Examine the role played by social media marketing in digital marketing.	5	CO4	K4
6.	Explain various models of e-commerce.	5	CO2	K2

SECTION C
(20 MARKS)

ATTEMPT ANY TWO

Q. N.	Questions	Marks	CO	BL
1.	Compare traditional marketing with digital marketing.	10	CO5	K5
2.	“CRM is a business strategy designed to optimize profitability, revenue and customer satisfaction”. Discuss.	10	CO6	K6
3.	Elaborate the concept of EDI. What is its relevance?	10	CO6	K6
4.	Explain in detail any two social media platforms that influence youngsters in the present date. Use practical examples to justify your answer.	10	CO6	K6

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