

No Preview
Available

Total No. of Question : [4]

Registration No. :

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Programme Name : Computer Science & Engineering(AI ML)
Regular T.Y.B.Tech. Sem. VI ESE May / June 2023
VI SEMESTER (2020 BATCH)
201CSL319-E-commerce and Digital Marketing(TH)

Duration : 2 Hours

Marks : 50

Instructions :

- (Q1) All questions are compulsory. [20.0]
 (1.1) Write advantages and disadvantages of E-commerce [6.0]
 (1.2) Discuss any 7 basic technological elements. [7.0]
 (1.3) Discuss the technical challenges of E-commerce. [7.0]
- (Q2) All questions are compulsory. [10.0]
 (2.1) Discuss the growing range of digital marketing platforms. [5.0]
 (2.2) What are the challenges in developing & managing digital marketing strategy? [5.0]
- (Q3) Attempt any two questions. [10.0]
 (3.1) Write a note on legal and social forces in digital marketing. [5.0]
 (3.2) With a neat diagram explain digital marketing environment. [5.0]
 (3.3) Write a note of understanding customer journey. [5.0]
- (Q4) Attempt any two questions. [10.0]
 (4.1) How to structure digital marketing strategy. [5.0]
 (4.2) Discuss the challenges of customer engagement. [5.0]
 (4.3) Discuss the solutions to security issues in Electronic Payment Systems. [5.0]
