

- Que.1. Define E-Commerce. Explain e-commerce advantages and disadvantages. (5)
- Que.2. Describe the E-Commerce business model and its types. (5)
- Que.3. Explain the role of supply chain management in E-commerce. (5)
- Que.4. How to create Google Adword Account and make use of Keyword Planner? (5)
- Que.5. Describe the Payment Gateway and Modes of Electronic Payment. (5)
- Que.6. Define a Digital Marketing and its principles (5)
- Que.7. Describes the Social Media Marketing with help of its advantages and disadvantages. (5)
- Que.8. How Google read our pages and how to link videos on YouTube? (5)
- Que.9. Write a short note on: (2x5)
- (i) XML Sitemap
 - (ii) Blog
 - (iii) Google Map
 - (iv) SEO
 - (v) LinkedIn