

## **E-Commerce & Digital Marketing**

### **Unit 1**

1. Explain Ecommerce. What are its features
2. Explain the potential benefits and Limitations of Ecommerce.
3. Write about the following with their advantages and Limitations.
  - a. E-Business
  - b. E-Marketing
  - c. E-Advertising
  - d. E-banking
  - e. Mobile commerce
  - f. E-Trading
  - g. E-Learning
  - h. E-Shopping
4. Explain the various E-Com Business Models (classification of Ecommerce)
5. What is the impact of E-commerce in Business Models
6. What are the applications of Ecommerce?

### **Unit II**

1. Explain Architecture framework structure of E-commerce
2. What is a Protocol? Explain various Security Protocols
3. Explain various Web securities issues
4. What is encryption? What are the types of Encryptions?
5. What are various Middleware services?
6. What is a firewall? What are different types of firewall?
7. Write short note on
  - a. Application services
  - b. Interface Layers
  - c. Cryptography
  - d. Digital Signature
  - e. Digital signatures

### **Unit III**

1. Explain Consumer Oriented E-Commerce Application.
2. Explain Mercantile Process Model from the Merchant perspective.
3. Explain Mercantile Process Model from the Consumer perspective.
4. What is Electronic Pay System (EPS)? Explain the legal issues on EPS.
5. Explain the types of EPS.
6. What is Electronic Fund transfer (EFT)? Discuss about the various types of EFT.
7. What are the advantages and risks in EFT?
8. Write short note on following.

- a. Digital Currency
- b. E-Cash
- c. E-Cheque
- d. Smart Cards
- e. Digital Token System

#### **UNIT IV**

1. What is Electronic Data Interchange (EDI)? Explain types of EDI.
2. Explain Non EDI and Partial EDI system with diagram.
3. Explain the advantages and pre-requisites of EDI.
4. Explain Legal, security and privacy issues of EDI.
5. Write note on
  - a. VAN
  - b. EDI standards
  - c. EDI software Implementation

#### **UNIT V**

1. What is Digital Marketing? Write about Digital Marketing techniques.
2. What is Search Marketing? Write the types of search marketing.
3. Explain Measurement and ROI of Digital Strategies.
4. Write note on
  - a. Importance of Measurement
  - b. Future of Measurement
  - c. Traits of Digital Leadership