

TERM END EXAMINATION - JUNE 2019
CERTIFICATE IN ECOMMERCE

Course Code
CEC-03

Digital Marketing & e-CRM

Time - 3 Hours

Full Marks - 100

(Answer all questions from Group-A, any four questions from Group - 'B', any four questions from Group - 'C' and any two questions from Group - 'D')

Group 'A'

Q. No. 1 Answer all the questions, each within one or two sentences

Marks: 1×10 = 10

- a) What is Search Engine Marketing?
- b) What is Affiliate Marketing?
- c) What is an opportunity?
- d) What do you mean by strategy?
- e) What is competitive advantage?
- f) What is a website?
- g) What is Supply Chain Management?
- h) What is Bullwhip Effect?
- i) What is vendor managed inventory?
- j) What do you mean by lead time?

Group 'B'

Q. No. 2 Answer any four questions each within 100 words

Marks: 5×4 = 20

- a) Differentiate between pull and push supply chain.
- b) Write a note on Enterprise Resource Planning (ERP).
- c) Differentiate between CRM and e-CRM.
- d) Explain different types of carriers used for transportation.
- e) Write a note on customer touch points.
- f) Write a note on collaborative CRM.

Group 'C'

Q. No. 3 Answer any four questions each within 200 words

Marks: 10×4 = 40

- a) Write the application of Internet of Things (IoT) in supply chain management.
- b) What are the challenges of supply chain management in India?
- c) Explain the role and importance of customer care support services.
- d) How has digital marketing evolved till date? Explain.
- e) Discuss Porter's generic strategies.
- f) Explain the role of data mining in customer selection, acquisition, and retention.

Group 'D'

Q. No. 4 Answer any two questions each within 300 words

Marks: 15×2 = 30

- a) Formulate a digital marketing strategy for Odisha State Open University.
- b) How effectively does CRM help business? Explain with examples.
- c) Discuss the roles of supply chain management for the success of e-commerce in India.

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Digital Citizenship Class 6 Level 1 Manish Soni, 2024-11-13 Today's world is rapidly transforming and technology has become an inseparable part of our lives Digital tools have opened up immense opportunities from communicating with friends to accessing educational resources However with these advances it is crucial to ensure that young learners are equipped with the necessary skills to navigate this Digital landscape responsibly and safely This is the foundation upon which Digital Citizenship for Class 6 The content of this book is thoughtfully divided into several key areas

- 1 Introduction to Digital Citizenship In this introductory chapter students will learn about Digital Citizenship focusing on the responsible use of Digital devices and positive contributions to the online world They will be introduced to concepts like Digital Identity and Digital Footprint in a way that helps them understand the long term effects of their online actions
- 2 Online Safety and Security With increasing access to the internet safety and security are paramount This chapter covers essential topics such as protecting personal information understanding privacy settings recognising and avoiding online threats such as cyberbullying phishing and malware and strong passwords Students will also be introduced to safe browsing habits and how to report inappropriate or harmful content
- 3 Media Literacy and Critical Thinking The internet is full of information but not all of it is accurate or trustworthy In this book students will enhance their critical thinking skills to analyse and evaluate online information They will learn to differentiate between credible sources and misinformation understand the dangers of fake news and recognise the influence of advertising and social media on public opinion empowering them to become discerning consumers of Digital content
- 4 Digital Footprint and Online Reputation In this chapter students will learn about Digital Footprints and their long term impact on online reputation They will understand the importance of maintaining a positive online presence and how their online activities can influence future opportunities including academic applications and career prospects
- 5 Cyberbullying and Online Respect With the rise of social media and online communication cyberbullying has become a serious concern This chapter addresses the various forms of cyberbullying its impact on victims and the importance of reporting and preventing such behaviour

Why This Book This book aims to equip young learners with the tools necessary to thrive in the Digital age by educating them about the risks and challenges of the Digital world while empowering them to seize its opportunities Each chapter focuses on fostering critical thinking

responsible decision making and ethical behaviour The book also includes engaging activities real life scenarios and thought provoking discussions to help students apply what they have learned Interactive quizzes and projects encourage students to explore these topics in depth making the learning process informative and enjoyable Cost Accounting MCQ (Multiple Choice Questions) Arshad Iqbal, 2019-05-17 The Cost Accounting Multiple Choice Questions MCQ Quiz with Answers PDF Cost Accounting MCQ PDF Download Quiz Questions Chapter 1 29 Practice Tests with Answer Key BBA MBA Accounting Questions Bank MCQs Notes includes revision guide for problem solving with hundreds of solved MCQs Cost Accounting MCQ with Answers PDF book covers basic concepts analytical and practical assessment tests Cost Accounting MCQ PDF book helps to practice test questions from exam prep notes The Cost Accounting MCQs with Answers PDF eBook includes revision guide with verbal quantitative and analytical past papers solved MCQs Cost Accounting Multiple Choice Questions and Answers MCQs PDF Free download chapter 1 a book covers solved quiz questions and answers on chapters Accounting concepts activity based costing and management balanced scorecard and strategic profitability analysis balanced scorecard quality time and theory of constraints basics of accounting budgeting and accounting capacity analysis and inventory costing capital budgeting and cost benefit analysis cost allocation customer profitability and sales variance analysis cost allocation joint products and byproducts cost function and behavior cost management and pricing decisions cost volume profit analysis decision making process and information department costs common costs and revenues direct cost variances and management control financial ratios analysis flexible budget and management control flexible budget overhead cost variance fundamentals of accounting inventory management just in time and costing methods job costing management accounting in organization management control systems and multinational considerations master budget and responsibility accounting overhead cost variances and management control performance measurement compensation and multinational considerations process costing spoilage rework and scrap tests for college and university revision guide Cost accounting Quiz Questions and Answers PDF free download eBook s sample covers beginner s solved questions textbook s study notes to practice online tests The book Class 11 12 Cost Accounting MCQs Chapter 1 29 PDF includes high school question papers to review practice tests for exams Cost Accounting Multiple Choice Questions MCQ with Answers PDF digital edition eBook a study guide with textbook chapters tests for CFP CFA CMA CPA CA ICCI ACCA competitive exam Cost Accounting Mock Tests Chapter 1 29 eBook covers problem solving exam tests from BBA MBA textbook and practical eBook chapter wise as Chapter 1 Accounting Concepts MCQ Chapter 2 Activity based Costing and Management MCQ Chapter 3 Balanced Scorecard and Strategic Profitability Analysis MCQ Chapter 4 Balanced Scorecard Quality Time and Theory of Constraints MCQ Chapter 5 Basics of Accounting MCQ Chapter 6 Budgeting and Accounting MCQ Chapter 7 Capacity Analysis and Inventory Costing MCQ Chapter 8 Capital Budgeting and Cost Benefit Analysis MCQ Chapter 9 Cost Allocation Customer Profitability and Sales Variance Analysis MCQ Chapter 10 Cost Allocation Joint Products and Byproducts MCQ Chapter 11 Cost Function and

Behavior MCQ Chapter 12 Cost Management and Pricing Decisions MCQ Chapter 13 Cost Volume Profit Analysis MCQ Chapter 14 Decision Making Process and Information MCQ Chapter 15 Department Costs Common Costs and Revenues MCQ Chapter 16 Direct Cost Variances and Management Control MCQ Chapter 17 Financial Ratios Analysis MCQ Chapter 18 Flexible Budget and Management Control MCQ Chapter 19 Flexible Budget Overhead Cost Variance MCQ Chapter 20 Fundamentals of Accounting MCQ Chapter 21 Inventory Management Just in Time and Costing Methods MCQ Chapter 22 Job Costing MCQ Chapter 23 Management Accounting in Organization MCQ Chapter 24 Management Control Systems and Multinational Considerations MCQ Chapter 25 Master Budget and Responsibility Accounting MCQ Chapter 26 Overhead Cost Variances and Management Control MCQ Chapter 27 Performance Measurement Compensation and Multinational Considerations MCQ Chapter 28 Process Costing MCQ Chapter 29 Spoilage Rework and Scrap MCQ The Accounting Concepts MCQ PDF e Book Chapter 1 practice test to solve MCQ questions on Conversion costs cost analysis inventory types inventoriable cost and period cost manufacturing costs period costs prime costs and types of inventories The Activity Based Costing and Management MCQ PDF e Book Chapter 2 practice test to solve MCQ questions on Activity based costing systems activity based costing accounting broad averaging and consequence and refining costing system The Balanced Scorecard and Strategic Profitability Analysis MCQ PDF e Book Chapter 3 practice test to solve MCQ questions on Balanced scorecard strategic analysis accounting strategy operating income and strategy implementation The Balanced Scorecard Quality Time and Theory of Constraints MCQ PDF e Book Chapter 4 practice test to solve MCQ questions on Costs of quality quality improvements customer response time and on time performance analyzing problems and improve quality balance scorecard and measures bottlenecks financial perspective and competitive tool The Basics of Accounting MCQ PDF e Book Chapter 5 practice test to solve MCQ questions on Direct costs indirect costs and what is cost in accounting The Budgeting and Accounting MCQ PDF e Book Chapter 6 practice test to solve MCQ questions on Budgeting and responsibility accounting and Kaizen budgeting The Capacity Analysis and Inventory Costing MCQ PDF e Book Chapter 7 practice test to solve MCQ questions on Absorption costing inventory costing methods manufacturing companies and throughput costing The Capital Budgeting and Cost Benefit Analysis MCQ PDF e Book Chapter 8 practice test to solve MCQ questions on Accrual accounting rate of return method capital budgeting and inflation capital budgeting stages cost analysis dimensions discounted cash flow and payback method The Cost Allocation Customer Profitability and Sales Variance Analysis MCQ PDF e Book Chapter 9 practice test to solve MCQ questions on Cost allocation and costing systems customer revenues and costs sales mix and sales quantity variances and static budget variance The Cost Allocation Joint Products and Byproducts MCQ PDF e Book Chapter 10 practice test to solve MCQ questions on Joint cost irrelevant joint costs byproducts accounting constant gross margin percentage NRV method decision making net realizable value method sales value split off method and scrap The Cost Function and Behavior MCQ PDF e Book Chapter 11 practice test to solve MCQ questions on Estimating cost functions

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Table of Contents Digital Marketing Exam Past Papers

1. Understanding the eBook Digital Marketing Exam Past Papers
 - The Rise of Digital Reading Digital Marketing Exam Past Papers
 - Advantages of eBooks Over Traditional Books
2. Identifying Digital Marketing Exam Past Papers
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Digital Marketing Exam Past Papers
 - User-Friendly Interface
4. Exploring eBook Recommendations from Digital Marketing Exam Past Papers
 - Personalized Recommendations
 - Digital Marketing Exam Past Papers User Reviews and Ratings
 - Digital Marketing Exam Past Papers and Bestseller Lists
5. Accessing Digital Marketing Exam Past Papers Free and Paid eBooks
 - Digital Marketing Exam Past Papers Public Domain eBooks
 - Digital Marketing Exam Past Papers eBook Subscription Services

- Digital Marketing Exam Past Papers Budget-Friendly Options
- 6. Navigating Digital Marketing Exam Past Papers eBook Formats
 - ePub, PDF, MOBI, and More
 - Digital Marketing Exam Past Papers Compatibility with Devices
 - Digital Marketing Exam Past Papers Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Digital Marketing Exam Past Papers
 - Highlighting and Note-Taking Digital Marketing Exam Past Papers
 - Interactive Elements Digital Marketing Exam Past Papers
- 8. Staying Engaged with Digital Marketing Exam Past Papers
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Digital Marketing Exam Past Papers
- 9. Balancing eBooks and Physical Books Digital Marketing Exam Past Papers
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Digital Marketing Exam Past Papers
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Digital Marketing Exam Past Papers
 - Setting Reading Goals Digital Marketing Exam Past Papers
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Digital Marketing Exam Past Papers
 - Fact-Checking eBook Content of Digital Marketing Exam Past Papers
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends

- Integration of Multimedia Elements
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