

वाणिज्यविभाग

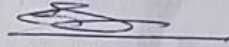
सूचनादि .१४/३/२०२२

वाणिज्यविभागातील (B.Com-III) मध्ये शिकत असणाऱ्या विद्यार्थ्यांना सूचित करण्यात येते कि विभागा मार्फत E-commerce & Digital Marketing हा Career Oriented Course (C.O.C) विद्यार्थ्यां साठी उपलब्ध करून दिलेला आहे. इच्छुक विद्यार्थ्यांनी आपली नावे प्रा .यु.डी.दबडे यांच्या कडे दिनांक १९/३/२०२२ पर्यंत नोंदवून आपला प्रवेश निश्चित करावा.

प्रवेशनोंदणी :रूम नं ५७

प्रवेश नोंदणी वेळ :११:००ते१२:३०

विभागप्रमुख



HOD

Department of Commerce
Vivekanand College
Kolhapur

“ Education for Knowledge, Science and Culture ”

Shikshanmaharshi Dr. Bapuji Salunkhe



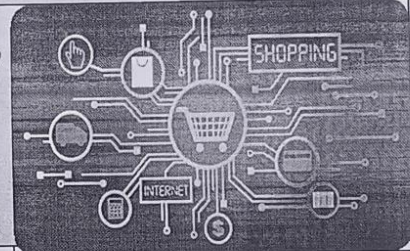
Shri Swami Vivekanand Shikshan Santha's
Vivekanand College, Kolhapur (Autonomous)
Department of Commerce



Organizes



Certificate Course in E-Commerce & Digital Marketing



Course Outcomes-

1. To understand the concept of E-commerce and Digital marketing.
2. To know how to apply e-commerce in business and various sectors.
3. To gain insight on digital marketing activities on social media platform.
4. To Design and develop recent e-commerce strategies and digital marketing system .

Duration – 18th June, 2021 to
21st July, 2021

Time – 10.40am to 11.40am
Platform – Google Meet

Note- 1. certificate will be provided
after completion of the course.
2. Link of the course will be shared
in the WhatsApp group.

Course Fee- Rs. 50/-

Mr. Sunny Kale
(Head, Department of Commerce)

Mr. U. D. Dabade
(Coordinator)
8308105756

Dr. R. R. Kumbhar
Principal

Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts and Vodcasts Digital Marketing on Various Social Media Platform Web Analytics, Latest development and strategies in Digital Marketing		
Total Lectures	30	

REFERENCE BOOKS :

1. Bajaj, Kamlesh K and Bebjani Nag: ECommerce – The cutting Edge of Business, Tata McGraw Hill (P) Ltd., New Delhi
2. Greenstein, Electronic Commerce, Tata McGraw Hill, New Delhi
3. Leon, Alexis: Fudamental of Information Technology, Vikas Publication House (P) Ltd. New Delhi
4. Mansfield, Ron: The Compact Guide To Microsoft Office, BPB Publication, delhi
5. Norton, Peter: Introduction to Computer 4/E, Tata McGraw Hill (P) Ltd. NewDelhi



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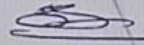
Certificate Course in E- Commerce & Digital Marketing

Student List – 2020-21 (18th June, 2021 to 23rd July 2021)

Sr. No.	Name of The Participant	Contact No.	Class
1	Sumit Suresh Patil	7066477169	B. Com- III
2	Abhay Nikam	7977928013	B. Com- II
3	Sayali Devidas Chothe	8600281365	B. Com- III
4	Gaurav Amol Patil	9405130468	B. Com- I
5	Shreyash Kanbargi	7620643996	B. Com- I
6	Prasad Sunil Desai	8983797156	B. Com- III
7	Rutuja Sudhakar Yadav	9359242771	B. Com- I
8	Patil Pranali Pandurang	7756859724	B. Com- I
9	Anuradha Shivaraj Lohar	8554946869	B. Com- III
10	Pratiksha Anil Murali	7756891249	B. Com- I
11	Laxmi Hiranand Mulchandani	8208436961	B. Com- I
12	Ananya Joshi	7774951138	B. Com- I
13	Shrutika Chandrakant Bidkar	7378316421	B. Com- III
14	Shwetali Mukund Sutar	7058495683	B. Com- I
15	Parth Ramdas Sutar	9552818671	B. Com- I
16	Yash Chandrakant Raut	9860675715	B. Com- I
17	Tejaswinee Anil Vibhute	8999249454	B. Com- I
18	Magdum Pradnya Pratap	7385819293	B. Com- III
19	Vaishnavi Ramchandra Mali	7350459477	B. Com- I
20	Pratiksha Sachin Shete	9860396276	B. Com- I
21	Harshal Londhe	9284800139	B. Com- I
22	Shahid Idris Khan	9370676878	B. Com- I
23	Shweta Pandit Patil	9373641312	B. Com- I
24	Siddhi Babaso Lohar	7387572668	B. Com- I
25	Alfiya Jamir Bagwan	9850606327	B. Com- I
26	Omraj Satish Kore	9096109400	B.com I
27	Samiksha Indrajit Kanire	9021244328	B. Com- I
28	Ankit Anil Shinde	7498000645	B. Com- III
29	Shraddha Sunil Hawal	9763428103	B. Com- III
30	Samarth Kiran Undale	7559489811	B. Com- III
31	Sandhya Balasaheb Koli	9970109642	B. Com- I

32	Shejal Ramesh Kamble	7744046946	B. Com- I
33	Sushant Guruling Halijwale	8380925352	B. Com- I
34	Vikrant Bajirao Patil	7498687478	B. Com- I
35	Kaustubh Sunil Raorane	8010191844	B. Com- I
36	Patil Neha Pralhad	8530871402	B. Com- I
37	Patil Nitin Balu	7219168573	B. Com- III
38	Shrivardhan Shinde	7620299419	B. Com- I
39	Tanveen Sajeed Shaikh	9405703725	B. Com- I
40	Khavare Snehal Sardar	7887453023	B. Com- I
41	Sanofar Mahamad Shaikh	9049138094	B. Com- I
42	Aishwarya Sanjay Kadam	9322092540	B. Com- III
43	Payal Raju Sutar	7057117283	B. Com- I
44	Sayali Anandrao Patil	8767721412	B. Com- I
45	Siddhant Shinde	7020821856	B. Com- I
46	Snehal Sunil Padaval	9420957157	B. Com- I
47	Vinod Thanmal Mali	9823779288	B. Com- I
48	Shubham Chandrakant Kamble	8956226002	B. Com- I
49	Prarthana Gorakhanath Kamble	9527405666	B. Com- I
50	Ruturaj Milind Kamble	7218456174	B. Com- III
51	Manasi Mahavir Patil	7385256626	B. Com- I
52	Ayush Shirish Warange	7378712903	B. Com- III
53	Shrividyadhar Prasad Sherkar	7447878800	B. Com- I
54	Sakshi Shripati Valake	8483961632	B. Com- I
55	Shreeya Sudhir Desai	7775016670	B. Com- III
56	Kamble Sneha Sangram	9970978918	B. Com- I
57	Yogesh Deshmukh	9149571691	B. Com- I
58	Deepa shrikant chougale	9370565808	B. Com- III




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Department of Commerce

Certificate Course in E- Commerce & Digital Marketing FINAL EXAM_ July 2021

Question Paper

Time 1- Hour

Total Marks 40

Instruction – 1. All questions are compulsory

2. Each question carries 2 Marks

1. E-commerce is widely considered the buying and selling of products over the -----
 1. Internet 2. Shop 3. Retailer 4. Wholesaler
2. ----- Features of E-commerce.
 1. Reduce cost 2. Product comparison 3.Reduce time 4. All of the above
3. In ----- model Business transactions taking place between the manufacturers and distributors.
 1. Business to Consumer 2. Business to Business
 3. Business to Government 4. Consumer to Business
4. ----- Services provided by M. Commerce.
 1. Mobile Banking 2.Mobile Purchase 3. Mobile ticketing 4. All of the above
5. ----- is the buying and selling of goods and services through wireless handheld devices.
 1. E-Commerce 2 E-Business 3. M-Commerce 4.None of the above
6. ----- Factors are to be taken into consideration to make a website successful.
 1. Who will be the target audience 2. What appeals to the target audience
 3. How will you measure your website's performance. 4. All of the above
7. ----- is not advantage of website.
 1. Less expensive 2. Advertisement 3. Inflation 4.Satisfaction
8. ----- is about how easy it is for people to take action and move around your website.
 1. Layout 2. Navigation 3. Pattern Design 4 Typeface
9. ----- level involves determining the project goal.
 1. System Design 2. System Analysis 3. Project planning 4. Maintenance
10. CMS stand for -----.
 1. Content Management System's 2.Commerce Management System's
 3.Content Marketing System's 4. Content Management sources



11. ----- helps businesses to convert raw information into a useful analytical tool for business decision making.

- 1.CRM
- 2.Supply Chain Management
- 3.Data warehouse
- 4.Enterprise resource panning

12. ----- allows the cardholder to pay for goods and services based on the holder's promise to pay for them

- 1. Debit card
- 2. Credit Card
- 3. Smart Card
- 4.All of the above

13. ----- Advantages of electronic fund transfer.

- 1. Time saving
- 2. Reduce risk
- 3.Low commission
- 4.All of the above

14. Information Technology Act, which came into force on-----.

- 1. October 17, 2000
- 2. October 17, 2002
- 3. March 17, 2005
- 4. Jun 17, 2000

15. Section 66E of Information Technology Act is related to -----.

- 1. Punishment for Cyber Terrorism
- 2. Punishment for Violation of Privacy
- 3.Publishing obscene information
- 4. Punishment for Child Pornography

16. ----- is the use of the Internet, mobile devices, social medias , search engines, and other channels to reach consumers.

- 1.Service Marketing
- 2.Rural Marketing
- 3.Digital Marketing
- 4.All of the above

17. SERP stand for -----.

- 1.Search Engine Results Page
- 2. Service Engine Rang Programme
- 3.Search English Results Page
- 4. Search Engine Real Page

18. ----- is a technique where content is produced and distributed with intention of providing relevant, interesting content to attract and engage a particular audience that a business is targeting.

- 1.Search Engine Optimization
- 2.Search Engine Marketing
- 3.Content Marketing
- 4.Service Marketing

19. ----- are the advantages of using social media in your marketing campaigns.

- 1.It's good for SEO
- 2.It's a trend
- 3.It's a fast way to spread the word
- 4.All of the above

20. ----- measure things a webmaster cares about, like page load times, page views per visit and time on site.

- 1.Web analytics
- 2.Web design
- 3.Marketing Research
- 4.None of the above



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Final Exam Marks (Out of 40 Marks)

Sr. No.	Student Name	Marks	Class
1	Joshi Ananya Mandar	34	B. Com - I
2	Magdum Pradnya Pratap	40	B. Com - III
3	Warange Ayush Shirish	40	B. Com - III
4	Khan Shahid idris	34	B. Com - I
5	Sherkar Shrividyadhar Prasad	34	B. Com - I
6	Kanbargi Shreyash Laxman	36	B. Com - I
7	Yadav Rutuja Sudhakar	40	B. Com - I
8	Kanire Samiksha Indrajit	36	B. Com - I
9	Sutar parth ramdas	36	B. Com - I
10	Kore Omraj Satish	32	B. Com - I
11	Murali Pratiksha Anil	36	B. Com - I
12	Sutar Shwetali Mukund	36	B. Com - I
13	Kamble Shejal Ramesh	28	B. Com - I
14	Nikam Abhay Sanjay	32	B. Com - I
15	Bagwan Alfiya Jamir	40	B. Com - I
16	Kamble sneha sangram	40	B. Com - I
17	Shinde Siddhant Shivaji	40	B. Com - I
18	Raut Yash Chandrakant	32	B. Com - I
19	Mulchandani Laxmi Hiranand	32	B. Com - I
20	Halijwale Sushant Guruling	40	B. Com - I
21	Desai Shreeya Sudhir	32	B. Com - III
22	Deshmukh Yogesh Satish	40	B. Com - I
23	Patil Rohit Raghunath	32	B. Com - I
24	Kamble Raturaj Milind	40	B. Com - III
25	Chougule Deepa Shrikant	40	B. Com - III
26	Desai Prasad Sunil	40	B. Com - III
27	Pratiksha Sachin shete	40	B. Com - I
28	Payal Raju sutar	32	B. Com - I
29	Padval snehal sunil	32	B. Com - I

30	Khavare snehal sardar	32	B. Com - I
31	Kadam Aishwarya Sanjay	40	B. Com - III
32	Mali vaishnavi Ramchandra	40	B. Com - I
33	Kamble shubham chandrakant	40	B. Com - I
34	Mali vinod thanmal	40	B. Com - I
35	Patil Sayali Anandrao	40	B. Com - I
36	Shrivardhan Babasaheb shinde	34	B. Com - I
37	Raorane Kaustubh Sunil	40	B. Com - I
38	Chothe Sayali Devidas	36	B. Com - III
39	Lohar Anuradha Shivaraj	34	B. Com - III
40	Hawal Shraddha Sunil	40	B. Com - III
41	Patil shweta pandit	40	B. Com - I
42	Koli Sandhya Balasaheb	26	B. Com - I
43	Patil Gaurav Amol	40	B. Com - I
44	Patil Manasi Mahavir	36	B. Com - I
45	Patil Pranali Pandurang	38	B. Com - I
46	Patil Nitin Balu	36	B. Com - III
47	Vibhute Tejaswinee Anil	40	B. Com - I
48	Shaikh Tanveen Sajeed	34	B. Com - I
49	Valake Sakshi Shripati	40	B. Com - I
50	Patil Neha Pralhad	40	B. Com - I
51	Londhe Harshal Sudhakar	38	B. Com - I
52	Patil Vikrant Bajirao	40	B. Com - I
53	Kamble prarthana gorakhanath	38	B. Com - I
54	Patil Sumit Sureah	40	B. Com - III
55	Shaikh Sanofar Mahamad	40	B. Com - I
56	Siddhi babaso lohar	19	B. Com - I
57	Patil Suraj Sanjay	40	B. Com - I
58	Bachenatti chaitanya appaji	40	B. Com - I




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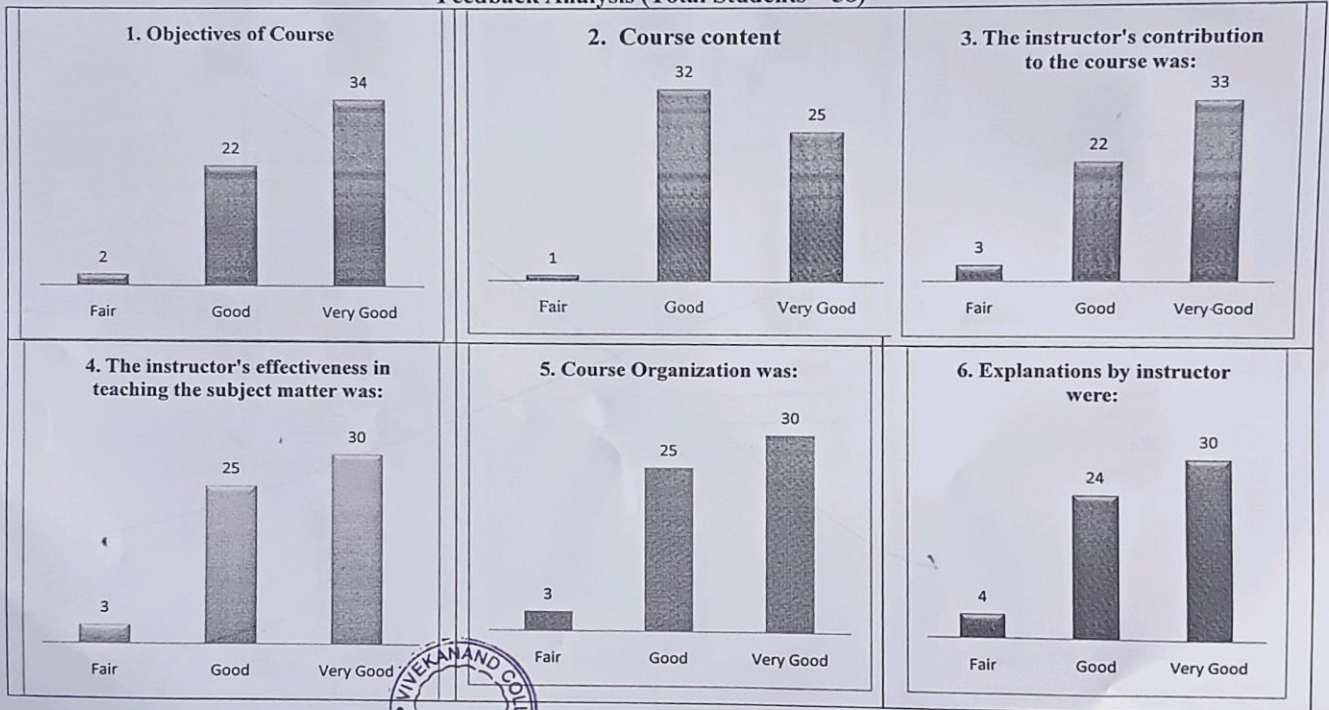
Vivekanand College, Kolhapur (Autonomous)

Department of Commerce

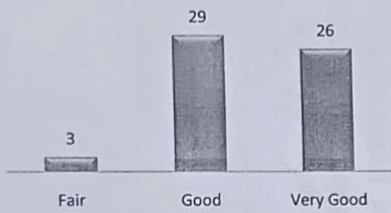
Certificate Course in E- Commerce & Digital Marketing

2020-21 (18th June, 2021 to 23rd July 2021)

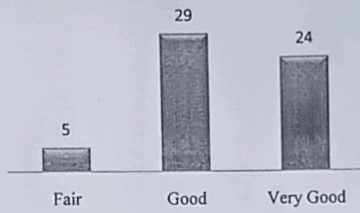
Feedback Analysis (Total Students – 58)



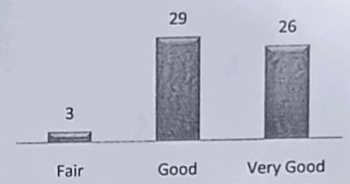
7. Instructor's use of examples and illustrations was:



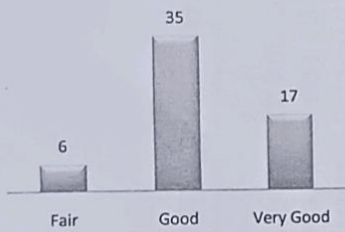
8. Clarity of student requirements was:



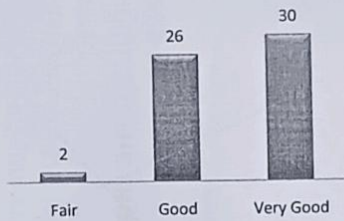
9. Encouragement given to students to participate was:



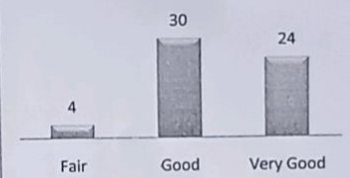
10. Answers to student questions were:



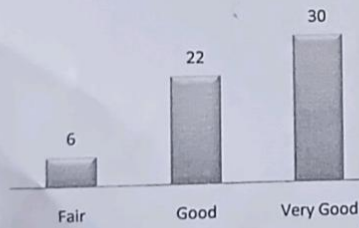
11. Use of class time was:



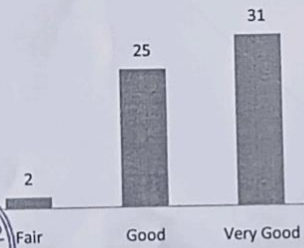
12. Instructor's interest in student's progress was:



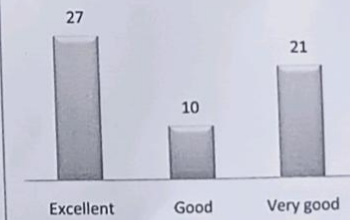
13. Relevance of course content was:



14. Course Material was



Overall Ranking For Course





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VIVEKANAND COLLEGE, KOLHAPUR. (Autonomous)

NAAC Reaccredited : "A" (CGPA 3.24), College with Potential for Excellence by U.G.C., New Delhi
"Star College" by D.B.T. Govt. of India, ISO: 9001-2015

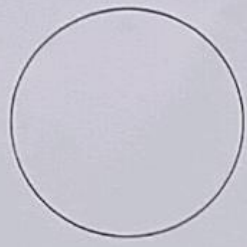
CERTIFICATE

This is to certify that _____
_____ of _____ has passed the Value Added Course in

in the Month of year 20 The said certificate has been issued to
him / her at the Vivekanand College, Kolhapur.

The Testimonials, whereof, are at the seal of the college and the signatures of the
co-ordinator and the Principal of the said college.

Co-ordinator



Principal

