**SESSION AUG/SEP 2022**

**PROGRAM MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SEMESTER IV**

**COURSE CODE &amp; NAME DMKT403 – E-MARKETING**

**Assignment Set – 1**

**1. Elaborate on the key objectives of E-Marketing.**

**Ans: Objectives of E-Marketing:-**

E-marketing provides businesses with valuable data such as which goods or services have performed best and what consumers liked best and least. Knowing this, the brand will develop its marketing tactics in the future and gain a greater understanding of its target audience.

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**2. What are the various E-Marketing Techniques? Give suitable examples.**

**Ans: E-Marketing Techniques:-**

**Personal Marketing:** This is marketing at the personal level and includes significantly your network and friends, making a business card etc. Amway is the best example of Personal or direct marketing.

**• Article Marketing:** Writing papers and posting them to online article repositories is what article marketing entails. When writing a post, you can include a back link to your website in the author’s bio box. People who

**3. (a)Identify the fears and phobias of online customers.**

**Ans:** In today’s time, more and more customers are opting for online purchasing thanks to internet and e-commerce. Now consumers are more knowledgeable and increasingly aware of the benefits of e-commerce such as speedy purchases, a vast variety of choices and a choice of multiple payment methods. To gain competitive advantage, advertising and after-sales ser- vice should also be

**Assignment Set – 2**

**4. Explain the perquisites required to adopt E-CRM.**

**Ans: Electronic Customer Relationship Management**

The concept of developing strategies through usage of the internet and other digital platform

for customer relationship management is called as electronic customer relationship management.

The activities likely to get

**5. Why is it necessary to have legal protection for online businesses? Explain.**

## Ans: Online business a big part of our business market. The popularity of the online business is increasing day by day. Nowadays million people are involved with online business and more people are joining. Today’s technology-based world has a great chance to develop its business market through

**6. Write notes on the following:**

**1. Digital Property**

**Ans:** Any type of product or service marketing that uses electronic devices, is referred to as digital marketing. It has been existing since the beginning of electronics and has little to do with content marketing, Google advertising, social media, or retargeting.

Any product you sell