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| **SESSION** | **July /August 2023** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DRMM404 Retail Marketing environment** |
| **CREDITS** | **04** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 MARKS EACH** |

**Assignment Set – 1**

**1. Explain the concept of social marketing and its key features. 6+4**

**Ans 1.**

Social marketing is a strategic approach used to influence and change people's behavior for the greater good of society or to address social issues. It applies marketing principles and techniques typically associated with promoting products or services to promote behaviors that benefit individuals and society as a whole. Here are the key features of social marketing:

**Behavior Change Focus:** The primary goal of social marketing is to encourage specific behaviors or actions Its Half solved only

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**2. Explain the different models of consumer decision making. 10**

**Ans 2.**

Consumer decision-making is a complex process that involves several models and theories to understand how individuals make choices when purchasing products or services. Here are some of the prominent models of consumer decision-making:

1. **The Economic**

**3. Explain the channels of integrated digital marketing strategy with examples 10**

**Ans 3.**

An integrated digital marketing strategy involves the coordination and synergy of various online marketing channels to achieve a common set of goals. These channels work together to reach and engage with the target audience effectively. Here are ten key channels of an integrated digital

**Assignment Set – 2**

**4. Define E Payments and different types of E payment services. 3+7**

**Ans 4.**

E-Payments, short for electronic payments, refer to the digital transactions conducted over the internet or other electronic networks to transfer money or make financial transactions. E-payments have become increasingly popular due to their convenience, speed, and security. There are various types

**5. Elaborate the Security Threats and security breach avoidance methods. 5+5 10**

**Ans 5.**

Security threats and breach avoidance methods are critical aspects of cybersecurity that organizations and individuals must address to protect their data, systems, and privacy. Below, I'll elaborate on some common security threats and provide corresponding breach avoidance metho

**6. Discuss the need of E commerce. Elaborate the value chain in E business. 5+5**

**Ans 6.**

E-commerce, short for electronic commerce, has become an integral part of the modern business landscape. It refers to the buying and selling of goods and services over the internet or other electronic channels. The need for e-commerce is driven by several factors, and understanding its value chain is essential for comprehending its significance in the busine