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| **SESSION** | **January 2024** |
| **PROGRAM** | **BACHELOR of business administration (BBA)** |
| **SEMESTER** | **VI** |
| **course CODE & NAME** | **DBB3202 – Digital Marketing** |
| **CREDITS** | **3** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 Marks each** |

**Assignment Set – 1st**

**Questions**

**1. Prepare a step-by-step guide on the application of E-marketing in business.**

**Ans:** Applying E-marketing, or electronic marketing, involves leveraging digital channels and technologies to promote products or services, build brand awareness, and engage with target audiences.

**Here's a step-by-step guide on how to apply E-marketing in a business:**

**Step 1: Define Objectives and Goals Identify Business Objectives:** Clearly define the overall business goals and objectives that E-marketing aims to support, whether it's increasing sales, building brand

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**2. Define the advantages of E-commerce.**

**Ans:**E-commerce, or electronic commerce, refers to the buying and selling of goods and services over the internet. The advantages of e-commerce have contributed significantly to its widespread adoption and growth.

**Here are key advantages:**

**Global Reach:** E-commerce breaks down geographical barriers, allowing businesses to reach a global audience. Companies can sell their products and services to customers anywhere in the

**3. What are the four steps in the social media model given by Mckinsey?**

**Ans:**McKinsey, a global management consulting firm, has proposed a social media model that consists of four key steps. These steps are designed to help businesses effectively leverage social media for strategic purposes.

**The four steps in the McKinsey social media model are:**

**Monitor:** The first step involves actively monitoring social media channels to gain insights into what customers, competitors, and the broader market are saying. This includes tracking brand mentions, industry

**Assignment Set – 2nd**

**Questions**

**4. What are the 4 Cs of Consumer Centricity?**

**Ans:**The 4 Cs of Consumer Centricity is a framework that focuses on putting the consumer at the center of business strategies and decision-making processes. These Cs represent key elements that businesses need to consider to create a customer-centric approach.

**The 4 Cs are:**

* **Customer Understanding:** The first C emphasizes the importance of deeply understanding

**5. Explain the types of Engagement Marketing?**

**Ans:**Engagement marketing is a strategy that focuses on creating meaningful interactions and connections between a brand and its audience. The goal is to engage customers actively and build long-term relationships. There are various types of engagement marketing tactics, each designed to involve and captivate the target audience.

**Here are some key types of engagement marketing:**

* **Content Marketing:**

**6. Explain campaign management using Facebook.**

**Ans:**Campaign management on Facebook involves the planning, execution, and analysis of advertising campaigns on the social media platform. Facebook provides a robust advertising platform with various tools and features to help businesses reach their target audience effectively.

**Here's an overview of the key steps involved in campaign management using Facebook:**

**1. Objective Setting:** Define clear objectives for your Facebook advertising campaign. Facebook offers