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| **SESSION** | **JULY 2023** |
| **PROGRAM** | **MASTER of business administration (MBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DMKT403 – E-Marketing** |

**Assignment Set – 1**

**1. What do you mean by E-Malls?**

**Ans 1.**

E-Malls, or electronic malls, refer to online platforms that serve as a virtual marketplace, enabling various merchants to showcase and sell their products or services to a global audience. Similar to physical malls that house a variety of stores under one roof, E-Malls host multiple online retailers, offering a wide range of products and services in a single online location. This enables customers to shop from various vendors in a single online

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**2. What are the various techniques of E-Marketing?**

**Ans 2.**

E-Marketing, also known as online marketing or internet marketing, involves using the internet and digital technologies to promote and market products and services. As the internet has become an integral part of our daily lives, businesses have shifted towards online platforms for marketing their products and services to a global audience. There are various techniques of E-Marketing which businesses can use to reach and engage their target

**3. Describe the importance of E-CRM for any E-Business.**

**Ans 3.**

Electronic Customer Relationship Management (E-CRM) is a collection of processes that a company uses to track and organize its contacts with its current and prospective customers. In the digital age, E-CRM has become especially vital for e-businesses that operate online. The importance of E-CRM for any e-business can be outlined as follows:

**Customer Retention:** Retaining existing customers is more cost-effective than acquiring

**Assignment Set – 2**

**4. What are the emerging legal and ethical issues in E-Marketing?**

**Ans 4.**

E-marketing, or electronic marketing, is the modern approach of using the internet and digital platforms to promote and sell products and services. With the growth of e-marketing, there are various emerging legal and ethical issues that organizations must navigate to protect their reputation, respect customers' rights, and avoid legal troubles.

**Data Protection and Privacy**: This is one of the most significant concerns in e-marketing.

**5. Write Short Notes on the following:**

**a) E-Customer**

An e-buyer is any person who buys products or services on the virtual platform. An e-seller is one who sells it, the retailer is known as e-retailer, a consumer is known as e-consumer and the transaction is known as e-transaction. Due to ease in transaction the number of econsumers is growing at a high rate and within a very short period it will probably defeat physical consumers. A customer is any individual or person, who purchases goods and

**6. What are the various threats to online purchases?**

**Ans 6.**

E-marketing, or electronic marketing, is the process of using the internet and digital media to promote products or services. Online purchases have been increasing in recent years due to the convenience and ease they offer. However, there are various threats associated with online purchases that consumers should be aware of:

**Fraud and Identity Theft:** One of the biggest threats to online purchases is fraud and identity theft. Criminals can steal personal and financial information such as credit card