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| **SESSION** | **AUG/SEPT 2023** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **COURSE CODE & NAME** | **DMKT403 – E-MARKETING** |
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**Assignment Set – 1**

**1. What do you mean by E-Storefronts 10**

**Ans 1.**

**Understanding E-Storefronts**

In the dynamic realm of e-marketing, an 'E-Storefront' is a fundamental concept. It refers to the digital interface or front end of an online retail store. This virtual facade operates similarly to a physical storefront, serving as the first point of interaction between a business and its customers in the digital space. However, unlike a traditional storefront, an e-storefront is accessible to a global audience, transcending geographical boundaries and time constraints.

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**2. What do you understand by the term Re-engineering of Supply Chain? 10**

**Ans 2.**

**Re-engineering of Supply Chain**

The concept of re-engineering in the context of supply chain management refers to the fundamental rethinking and radical redesign of business processes to achieve significant improvements in critical aspects like cost, quality, service, and speed. In the supply chain, this means scrutinizing each segment of the chain - from product development, sourcing, production, to distribution - and identifying areas where processes can be optimized or entirely reinvented.

**3. Describe the importance of E-Marketing for any Business. 10**

**Ans 3.**

E-Marketing, or electronic marketing, has become a pivotal element in the business world, offering unparalleled advantages and opportunities for businesses of all sizes. Its importance cannot be overstated, as it encompasses the use of digital technologies to market products and services, leveraging the internet and mobile technology. This essay delves into the significance of e-marketing for businesses in today’s digital age.

**Reaching a Global Audience**

One of the primary benefits of e-marketing is its ability to reach a global audience. Traditional marketing methods are often limited by geographical boundaries.

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**Assignment Set – 2**

**4. Differentiate between SEO & SEM.**

**Ans 4.**

In the realm of digital marketing, two of the most essential and frequently misunderstood concepts are Search Engine Optimization (SEO) and Search Engine Marketing (SEM). Both strategies are crucial in driving traffic to websites but differ significantly in their approaches, techniques, and overall impact on digital marketing strategies.

**1. Definition and Scope**

*SEO*, short for Search Engine Optimization, is a methodology of strategies, techniques.

**Top of Form**

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

**a.E-Customer**

**b.Word of Mouth**

**c.E-Metrics**

**d.Digital Property**

**Ans 6.**

**E-Customer**

E-Customers are the cornerstone of today's digital marketplace. They represent individuals who engage in online transactions and interactions, driven by the convenience, accessibility, and diversity of options available on the internet. Unlike traditional customers, e-customers rely heavily on digital platforms for purchasing goods and services, gathering information, and making decisions. Their behavior is influenced by online reviews, social media presence, and the ease of navigating through e-commerce websites.

**6. What are the various threats/phobiasto online purchases? 10**

**Ans 6.**

**Threats and Phobias in Online Purchases**

In the realm of e-marketing, understanding consumer apprehensions and threats associated with online purchases is crucial. These concerns can significantly impact consumer behavior and e-commerce trends.

**Security Concerns**

The primary threat in online shopping is security breaches. Consumers worry about the safety of their personal and financial information.