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| **SESSION** | **JULY – AUG 2024** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **VI** |
| **COURSE CODE & NAME** | **DBB3202 DIGITAL MARKETING** |
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**Assignment Set – 1**

**1. Describe the concept of e-marketing. Explain the benefits of e-marketing**

**Ans 1.**

**The Concept of E-Marketing**

E-marketing, or electronic marketing, refers to the use of digital technologies and platforms to promote products, services, or brands to consumers. It encompasses a broad range of online activities, including website promotions, email marketing, social media marketing, search engine optimization (SEO), pay-per-click advertising (PPC), and content marketing. E-marketing leverages the internet and other electronic communication tools to connect businesses with their target audience in a more efficient, measurable, and personalized manner.

This modern marketing approach has revolutionized how businesses engage with customers by

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**2. Discuss the e-commerce models. Also explain the advantages of e-commerce. 5+5**

**Ans 2.**

**E-Commerce Models**

E-commerce, or electronic commerce, refers to the buying and selling of goods or services through the internet. It involves various business models tailored to meet the needs of different stakeholders in the marketplace. The primary e-commerce models include:

**Business-to-Consumer (B2C)** B2C e-commerce involves transactions between businesses and individual consumers. It is the most common model and includes online retail stores such as

**3. Explain the key business drivers in the virtual world.**

**Ans 3.**

**Key Business Drivers in the Virtual World**

The virtual world, driven by digital technologies, has transformed traditional business practices and opened new avenues for growth and innovation. Businesses operating in the virtual environment must understand and leverage key drivers that shape their success. These drivers help organizations adapt, innovate, and thrive in a rapidly evolving digital ecosystem.

**1. Technological Advancements**

Technological innovation is the backbone of the virtual world. Advancements in artificial

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**Assignment Set – 2**

**4. Highlight the benefits of co-creation in marketing.**

**Ans 4.**

**Benefits of Co-Creation in Marketing**

Co-creation is a collaborative approach where businesses engage customers, partners, and other stakeholders in the process of developing products, services, or marketing strategies. It emphasizes joint value creation, leveraging diverse perspectives to enhance innovation and customer satisfaction. Co-creation has become a powerful tool in marketing, offering several benefits for both businesses and their stakeholders.

**1. Enhanced Customer Engagement**

Co-creation fosters deeper customer engagement by involving them in the decision-making

**5. Write a short note on:**

**a. Key Elements of Brand Consumer Centricity**

**b. Features of online distribution**

**Ans 5.**

**Key Elements of Brand Consumer Centricity**

Brand consumer centricity refers to a business strategy that places the consumer at the heart of every decision, ensuring that their needs, preferences, and experiences drive the brand's actions. It emphasizes building long-term relationships, fostering loyalty, and delivering exceptional value. The key elements of consumer-centric brands include:

**Deep Understanding of the Customer** A consumer-centric brand invests in understanding its customers' needs, preferences, and behaviors. This is achieved through market research,

**6. Mention the various techniques for consumer engagement. Also state the importance of content management.**

**Ans 6.**

**Techniques for Consumer Engagement**

Consumer engagement refers to the strategies and methods businesses use to capture and maintain customer interest, interaction, and loyalty. It is vital for building meaningful relationships and enhancing brand loyalty. Here are several effective techniques for consumer engagement:

**Social Media Interaction** Social media platforms are powerful tools for engaging consumers. By posting relevant content, running polls, responding to comments, and hosting live sessions,