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| **SESSION** | **FEBRUARY - MARCH 2025** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **VI** |
| **COURSE CODE & NAME** | **DBB3202 DIGITAL MARKETING** |
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**Assignment Set – 1**

**1. Define e-marketing. Describe the advantages of e-marketing 3+7**

**Ans 1.**

**Definition of E-Marketing**

E-marketing, also known as digital marketing or internet marketing, refers to the practice of promoting products or services using digital channels such as websites, search engines, social media platforms, emails, and mobile apps. It uses the internet as a primary medium for communication between businesses and their target customers. E-marketing enables companies to reach wider audiences, customize marketing campaigns, and track consumer behavior with the help of digital tools and analytics. It encompasses a wide range of strategies including SEO (Search Engine Optimization), PPC (Pay-Per-Click), content marketing, email marketing,

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**2. Write a short note on**

**a. E-Commerce models**

**b. Advantages of e-commerce.**

**Ans 2.**

**a. E-Commerce Models**

E-commerce models represent the structure and flow of online business transactions. These models describe how businesses interact with their customers, partners, and other businesses in the digital space. The primary e-commerce models include:

**Business to Consumer (B2C):** In this model, businesses sell products or services directly to consumers through online platforms. Examples include Amazon and Flipkart.

**Business to Business (B2B):** This involves transactions between businesses, such as a

**3. Identify the key factors driving business success in the virtual world.**

**Ans 3.**

**Robust Online Presence and Visibility**

A crucial factor driving business success in the virtual world is establishing a strong online presence. This involves developing an appealing, user-friendly website, leveraging search engine optimization (SEO), and maintaining active social media channels. Businesses that consistently appear at the top of search engine results or actively engage users on social

**Assignment Set – 2**

**4. Describe in detail the advantages of co-creation in marketing with suitable examples.**

**Ans 4.**

**Enhanced Customer Engagement**

Co-creation involves active collaboration between companies and customers in product design, service improvement, and innovation processes. This active participation significantly increases customer engagement and creates a sense of ownership among consumers. For example, LEGO Ideas, a platform allowing fans to submit product ideas, increases customer loyalty and brand attachment by directly involving users in product creation.

**Improved Product Innovation**

Co-creation leads to innovative products tailored precisely to customer needs. By directly

**5. Discuss the key aspects of brand consumer centricity. Highlight the prominent features of online distribution. 5+5**

**Ans 5.**

**Key Aspects of Brand Consumer Centricity and Prominent Features of Online Distribution**

**Key Aspects of Brand Consumer Centricity**

Consumer centricity refers to the strategic approach where businesses prioritize consumer needs, preferences, and behaviors at every stage of product development, marketing, and customer service. The primary goal of consumer-centric brands is to deliver personalized, meaningful experiences that foster loyalty and trust. A key aspect of consumer centricity is customer understanding, which involves comprehensive market research and analytics to capture insights into customer expectations. By utilizing these insights, businesses can tailor

**6. List the different techniques for engaging consumers and explain the significance of content management. 5+5**

**Ans 6.**

**Techniques for Engaging Consumers and Significance of Content Management**

**Techniques for Engaging Consumers**

Effective consumer engagement is crucial for brand success, particularly in digital environments. Among various techniques, interactive content stands out as highly effective. Brands employ quizzes, surveys, games, and virtual reality experiences to encourage consumer participation, deepening emotional connections. Social media platforms are instrumental for consumer engagement, enabling brands to maintain continuous two-way dialogues with consumers through comments, likes, shares, and live interactions. Companies frequently host