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| **SESSION** | **FEB MARCH 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **COURSE CODE & NAME** | **DMKT403 E-MARKETING** |
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**Assignment Set – 1**

**Q1. What do you mean by E-Storefronts 10**

**Ans 1.**

**E-Storefronts**

An E-Storefront, also known as an online storefront or digital storefront, is the virtual representation of a business’s products or services on the internet. It functions similarly to a physical retail store, providing customers with access to browse, select, and purchase products through an electronic interface—typically a website or mobile application. E-storefronts are central to e-commerce operations and are designed to deliver a smooth and engaging shopping experience to customers anywhere, anytime.

**Components of an E-Storefront**

A typical e-storefront comprises several interactive and functional components. The

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**Q2. What do you understand by the term Re-engineering of Supply Chain? 10**

**Ans 2.**

**Supply Chain Re-engineering**

Supply chain re-engineering refers to the comprehensive restructuring of supply chain operations with the aim of improving performance in terms of speed, cost, flexibility, and service. It involves rethinking and redesigning supply chain processes and workflows to meet changing business needs, customer expectations, and technological advancements. This transformation goes beyond incremental improvements and aims at achieving breakthrough

**Q3. Describe the importance of E-Marketing for any Business. 10**

**Ans 3.**

**E-Marketing**

E-marketing, or electronic marketing, involves the use of digital channels such as websites, email, social media, search engines, and mobile applications to promote products and services. It is an integral part of the modern marketing strategy, leveraging technology to reach and engage customers more efficiently. E-marketing enables businesses to connect with a global audience and deliver personalized content at scale.

**Cost-Effective Promotion**

One of the primary benefits of e-marketing is its cost-effectiveness. Traditional advertising

**Assignment Set – 2**

**Q4. Differentiate between SEO & SEM. 10**

**Ans 4.**

**Introduction to SEO and SEM**

Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are two key components of digital marketing strategies that help websites gain visibility on search engine results pages (SERPs). While both aim to drive traffic, they differ significantly in their approaches, cost structure, and results. Understanding these differences is essential for

**Q5. Write Short Notes on the following:**

**a. E-Customer**

**b. Word of Mouth**

**c. E-Metrics**

**d. Digital Property**

**Ans 5.**

**a. E-Customer**

An E-Customer refers to an individual who engages in online purchasing behavior using digital platforms such as e-commerce websites, mobile apps, or social media. These customers are typically well-informed, tech-savvy, and value convenience and personalization. E-customers evaluate products based on user reviews, ratings, pricing comparisons, and brand reputation. Understanding e-customer behavior is essential for tailoring digital marketing strategies, offering targeted promotions, and providing seamless

**Q6. What are the various threats/phobias to online purchases?**

**Ans 6.**

**Online Purchase Threats**

With the rise of e-commerce, online shopping has become a norm. However, many consumers still experience reluctance or anxiety regarding online purchases. These threats or phobias stem from perceived risks associated with security, privacy, fraud, and service quality. Businesses must understand and address these fears to build trust and encourage