E- business unit-5

E- Marketing

(1) Acronym world wide ~~way~~ web?

Ans:- world wide ~~way~~ web is a first system of interconnected documents and multi media resources assessable via the internet that allows people to share and access info globally.

(2) what are the features of w.w.web:

Ans:- (i) universal access — The w.w.w is accessible from anywhere in the world as long as there is an internet connection. It provides global access to info regardless of geographical location.

(ii) ~~unifo~~ ~~En~~form resource locator:- These are unique addresses used to locate resources on the web. Each webpage or file has its ow URL, making it easy for users to access ~~par~~ specific resource directly.

(iii) Searchablity - Search engines index billions of webpages, making it easy for users to find specific info by simply entering key words or phrases.

(iv) Open standards - The WWW is build on open standards which means anyone can create websites and publish content without needing to adhere to proprietary software requirement.

(v) cross linking :- cross linking between websites allows users to navigate between different sites easily, creating ~~a~~ a complex, inter connected web of resources.

3) wdygmb E- marketing ?

⇒ E- marketing refers to the practice of using digital technologies and the internet to promote products, services and brands. It encompasses a wide range of marketing activities that take place online, aim at reaching and engaging customers through various electronic channels.

(4) scope of E- marketing.

⇒ global reach - E- marketing enable businesses to reach a world wide audience without geographical limitations. This allows even small businesses to tap into international markets and expand their customer base

personalized marketing :- Through data analytics e- marketing allows businesses to segment their audiences and create personalized marketing messages based on user behaviour, preferences and demographics.

content creation & distribution :- E- marketing provides enough scope for content marketing strategies. Businesses can create blogs, videos e-book, Infographics and podcast to educate, entertain and inform their target audience.

Affiliate marketing :- companies can collaborate with affiliates or influencers to promote products or services. Affiliate marketers promote a business in exchange for commision on sales or leads, increasing the marketing reach without upfront advertizing cost

Brand building :- E-marketing offers opportunities for businesses to build and strengthen their brand online.

Influencer marketing :- with the rise of social media, influencer marketing has become an intigral part of e-marketing. Businesses partner with individuals who have large, engaged followings to promote their product, reaching niche ~~more~~ audience more effectively.

Q.) what are the significance of e-marketing in modern world

Ans:- ① global reach - E-marketing allows businesses to reach a global audience without geographical limitations.

(II) cost effectiveness - compare to traditional methods like TV, print or radio, e-marketing more affordable. businesses of all sizes can leverage digital tools to run campaigns within Their budget.

(III) Personalization and ~~[illegible]~~ Targeting :- E-marketing offers the ability to personalized campaigns based on user data. Businesses can create targeted ads and contect tailored to specific audience segments, increasing the relience of marketing messages.

(IV) Real time ~~engge~~ engagement :- The internet allows businesses to interact with customers in real time. Through Social media, chatbot and email marketing, companies can respond instantly to customer inquires, concerns on feedback.

(V) ~~Scalibility~~ Stability :- E-marketing is highly Stable, allowing businesses to start small and expand their efforts as they grow.

(VI) Targeting mobile users :- with the increasing use of Smartphones, mobile marketing has become a vital part of e-marketing. Businesses can reach customers on the go through mobile apps, SMS marketing, and mobile optimised web-sites,

ensuring they don't miss out on a signi-
-ficant portion of their audience.

6.) What do you mean by e-~~mailing~~ marketing mix?

Ans:- The e-~~mailing~~ marketing mix refers to the adaption and application of the traditional marketing mix to the digital ~~marketing~~ environment. It involves the strategic use of online tools and plat-
-forms to promote products or services, cater to customer needs and build long term relationships through digital channels.

7.) What is e-Shopping?

Ans:- E-Shopping also known as online shopping or electronic shipping refers to the process of buying goods and services over the internet using electronic devices such as computers, smartphones or tablets.

8.) What are the advantages and dis-
-advantages of e-shopping?

Ans:- Advantages:-

① variety of products:- E-shopping platforms provide access to a broad range of products and services from different brands including international options.

(ii) Easy price comparison :- online shopping makes it easier to compare prices accross different platforms or sellers helping customers to find the best deals quickly.

(iii) Time Saving :- Shopping online eliminates the need for travel, waiting in lines and navigating crowded stores which significantly reduces the time required to make a purchase.

(iv) Easy payment optional :- Multiple payment without are available such as credit cards, digital wallets and COD, making transactions flexible and accessable.

(v) Doorstep delivery :- Purchased items are delivered directly to customer address with option for tracking in and in some cases free shopping.

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unit. 5 Marketing

Remaining

9.) Distinguish between E-marketing & E-shopping.

Ans:- Following are the differences between e-marketing and E-shopping :-

E-marketing	E-Shopping
(i) E-marketing refers to the marketing activities conducted online to promote products or services.	(i) E-shopping refers to the act of purchasing products or services online.
(ii) It focuses on creating awareness, generating leads and driving sales through online marketing channels.	(ii) It focuses on facilitating the purchase of goods & services by consumers.
(iii) It targets potential customers through various digital platforms.	(iii) Focuses on consumers looking to buy specific products or services.

(iv) It aims to attract & engage customers.	(iv) It aims to complete a purchase.
(v) It tracks customer behaviour, click rates & conversation rates.	It tracks purchases, ~~sho~~ shipping details & customer satisfaction.
(vi) It involves ongoing efforts to maintain customer relationship.	It involves specific transaction process from selection to payments.

10.) Write a note on e-marketing mix

Ans:- The e-marketing mix refers to the adaption of the traditional marketing mix to the online environment. The main elements of e-marketing mix include -

(a) <u>product</u> :- ~~It~~ In the digital space, the product can be physical goods, digital goods or services. E-marketing emphasis customizing product to meet individual customer ~~needs~~ preference.

offering detailed product descrip-
-tions, images, videos, customer reviews and virtual demonstrations.

(b) price :- pricing strategies in E-marketing can be more dynamic due to easy access to competitor pricing and customer comparison tools. Online businesses can ~~affect~~ ~~affect~~ offer discount, promotional codes and personalized pricing while also considering factors like freemium models, subscription pricing ~~&~~ ~~on~~ & online only offers.

(c) place :- place in the e-marketing mix refers to the online channels through which products or services are distributed.

(d) promotion :- Digital promotion and encompasses a wide range of activities such as search engine optimization, pay per click advertizing, e-mail marketing, social media marketing and content marketing.

(e) people :- In e-marketing, people refers to both the team behind the marketing efforts and the ~~cus~~ customers. A good customer experience, online customer service, personalization and user-friendly interfphases are critical to converting leads into sales.

(f) process :- process in E marketing focuses on the user experiences from ~~na~~ navigating websides to completing transactions.

(g) physical evidence :- This includes a well designed website, user testimanials, products reviews,
written/visual statement
secure payments and professional bondings. These elements build customer trust and confidence in purchasing products online.

11.) write note on E-shopping through Amazon, Snapdeal, Meesho and Ayio.

Ans:- E- shopping has become increasingly popular to the convience and variety it offers. platforms like Amazon, Snapdeal, Meesho and Ayio provide unique experience to customers by leveraging technology diverse products category.

① Amazon —

Amazon is the world's largest e-commerce platforms, offering an extensive range of products across numerous categories including electronics, fashion, groceries and more. Some key features of e-shopping through Amazon are :-

ⓐ product variety — customers can find almost anything they need, from basic household items to high end electronics.

ⓑ prime Membership :- Offers benefits like faster delivery, access to exclusive deals and Amazon prime video.

(c) User Experience :- Amazon's user-friendly interface, detailed product descriptions, reviews and recommendations enhance the shopping experience.

(d) Global Reach :- With its global operations, Amazon allows customer's to shop from international markets as well.

(II) Snapdeal —

Snapdeal is an indian e-commerce platform that focuses on offering affo-rdable products across categories like fashion, electronics, home goods and more. key features include -

(a) Budget-friendly :- Snapdeal caters primarily to price-conscious consumers - offering great discounts & deals.

(b) local Sellers :- The plalforms promotes products from smaller local sellers, offering a wide range of regional products.

(c) product range :- through not as vast as Amazon, Snapdeal still ~~ofeers~~ offers a good variety of products, particularly in the fashion and lifestyle categories.

(d) Focus on Indian Market :- Snapdeal is focused on the Indian consumer, providing products tailored to local preferences.

(iii) Meesho —

Meesho is a unique social commerce platform that allows users to resell products and earn commissions. It's popular for fashion, home goods & beauty products. key aspects include :-

(a) Reseller Focus :- Meesho empowers individuals, especially homemakers and small entrepreneurs, to sell products through social networks like whats App and Facebook.

(b) Affordability :- Meesho offers extremely low cost products, appealing to a price - sensitive audi-ence.

(c) Wide Range of categories :- While primarily known for fashion, Meesho also provides household items, per-sonal care products & electronics.

(d) Social commerce :- Meesho relies heavily on peer-to-peer selling, making it unique compared to tradional e-commerce platforms.

(iv) Ajio :-

Ajio, owned by Reliance, is a fashion and lifestyle e-commerce platform that has gained popularity in India. It focuses on trendy and cultured fashion. Some features of Ajio include :-

(a) Fashion - Focused :- Ajio speciali-zes in clothing, footwear and accessories, offering both indian and international brands.

(b) Exclusive collections :- Ajio offers a range of exclusive collections, especially ethnic wear, which is a big draw for Indian customers.

(c) Discounts & Deals :- The platforms frequently offers significant discounts on various fashion products, making it popular among shoppers looking for good deals.

(d) User Experience :- The website and app are tailored to provide a seamless fashion shopping experience, with detailed product images & styling tips.

E- business

unit - II

Q.1. what are the threats in e-business.

Ans:- Following are the threats in e-business -

(i) Hacking & data ~~glitches~~ :- breaches :- Hackers can infilterate e- business platforms to ~~still~~ steal sensitive data such as customer information, financial details or intellectual property.

(ii) payment fraud :- Online payment systems are vulnerable to credit card fraud, identity ~~theaft~~ theft and charge backs which can result in financial losses. ~~data~~

(iii) Data misuse :- Storing customer data can lead to privacy concerns, especially if their data is mishandled or sold without consent.

(iv) System downtime :- Technical issues such as server outages or software malfunctions can lead to distruptions in service, lost sales and dis-satisfied customers.

(v) Intense competition :- E-businesses face global competition which can drive down prices and affect profit margins.

(vi) Supply chain disrupptions :- problems in the supplychain such as delays in shipping or product shortages can hinder the timely delivery of goods and services.

2. wdymb digital signatures?

Ans:- A digital signature is a criypto graphic technique use to varify the authenticity and intigruity of a digital document, message on software. It serves as an electronic equiva-lent of a handwritten signature or a stamped seal, providing a secure way to ensure that a docu-ment hasnot been altered and that it comes from a varified sources.

3. what are the uses of digital

signature.

Ans:- (i) E-commerce transactions:- Digital signatures ensure that online payments and orders are secure, authenticated and verified, reducing fraud.

(ii) Banking and financial Services:- They are used to authorised high value transactions, secure communication between banks and authenticate users in online banking.

(iii) E-mail security:- Digital signatures are used to verify senders identy and ensure that email content has not been altered in transit.

(iv) Digital identification:- National Id systems or digital identity platforms may use digital signatures for authentications and secure access to services.

(v) Electronic voting:- Digital signatures can authenticate voter identify and ensure the integrity of ballots in secure electronic voting system.

4. write a note on security of client and service provider.

Ans:- The security of both clients and service providers in any digital foundation especially in e-business or online services is crucial to building trust, preventing data breatches and ensuring smooth transactions. There are several practices, technologies and policies that help protect both parties —

(1) Digital signatures - both clients and service providers can use digital signatures to authenticate documents, transactions or messages, ensuring data integrity and ~~and~~ authenticity.

" Security of clients :-