**DBB3202 Digital Marketing**

**Assignment Set – 1**

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

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

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

**Assignment Set – 2**

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

5. Write a short note on:

a. Key Elements of Brand Consumer Centricity

b. Features of online distribution

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

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