**DMKT403 E-Marketing**

**Assignment Set – 1**

1. What do you mean by E-Storefronts?

2. Create an E-Plan to market a product of your choice.

3. Differentiate between SEO & SEM.

**Assignment Set – 2**

4. Describe the formula 2P+2C+3S in E-Marketing.

5. Write Short Notes on the following:

a) Word of Mouth

b) E-CRM

6. What are the various E-Metrices used to evaluate the effectiveness of an E-Marketing Campaign?

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