

SHREE NARAYANA COLLEGE OF COMMERCE

AHMEDABAD

Name of the Department: Management Minor

Subject: Management in Digital Environment

Class & Semester: B.Com Semester II

Faculty Name: Dr. Rinky Arun Menon

ASSIGNMENT

SECTION – 1 (UNIT – 1)

1. Difference between Traditional Marketing and Digital Marketing.
2. Advantages of Internet
3. Advantages and limitations of Website
4. Benefits of Digital Marketing.
5. Difference between Internet and Web

SECTION – 2 (UNIT – 2)

1. Meaning and importance of Viral marketing
2. Difference between Internet marketing and Social media marketing.
3. Features of Viral marketing.

SECTION – 3 (UNIT – 3)

1. Difference between Advertising and Publicity.
2. Explain the types of Online Advertising
3. Difference between Online and Offline Advertising.
4. Explain the features of Display Advertising.

SECTION – 4 (UNIT – 4)

1. Types of E-commerce
2. Importance of E-Commerce
3. Security issues in E- Commerce.
4. Objectives of E-Commerce

SECTION – 5 (REVISION & PRACTICE)

Answer the following

	Terms	Full Forms
1	Internet	HTTP
2	Website	SEO
3	Digital Marketing	PPC
4	Viral Marketing	LAN
5	SEO	HTML
6	Display Advertising	CRO
7	E-Commerce	AI
8	Online Advertising	TCP/IP
