

B.COM SEMESTER 2

ASSIGNMENT

MINOR: MANAGEMENT

SUBJECT: MANAGEMENT IN DIGITAL ENVIRONMENT

Unit 1:

1. Advantages and limitations of Internet
2. Difference between Tradition Marketing and Digital Marketing
3. Benefits of Digital Marketing

Unit 2:

1. Features of Social Media Marketing
2. Social Media Marketing Mix strategies
3. Advantages, Limitations and Features of: WhatsApp, LinkedIn, Instagram

Unit 3:

1. Objectives of Advertising
2. Difference between Advertising and Publicity
3. Types of Online Advertising
4. Difference between Offline and Online Advertising

Unit 4:

1. Objectives of E-Commerce
2. Importance of E-Commerce
3. Components of E-Commerce Marketing

Definitions:

- Website
- Digital Marketing
- Internet
- Social Media
- Display Advertising
- Affiliate Marketing
- Publicity
