Course Code: BA (JMC)-307   Course Name: Digital Media Marketing

Assignment - 2

(Based on Unit - III)

Marks

Q1. Design a comprehensive e-commerce strategy for a hypothetical online store, incorporating elements like user experience, payment gateways, security measures, and customer support, while considering the target market and competitive landscape. (BTL 6/ CO3).   (4)

Q2. Analyze the potential risks and challenges associated with social media marketing and propose strategies to monitor and measure the effectiveness of the campaign while ensuring ethical and responsible practices. (BTL4/CO3)   (4)

Q3. Analyze the potential security and privacy considerations that need to be addressed during the development process, and evaluate the impact of mobile applications on the digital economy and user behavior.(BTL4/CO3)   (4)

Q4. Critically evaluate the impact of app monetization on user retention. (BTL5/CO3)   (4)

Q5. Imagine you are the owner of an e-commerce platform. How would you ensure a seamless and user-friendly experience for your customers? (BTL6/CO3)