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Course Code: MCA-225

Course Name: e-Business Systems

Assignment - 3

(Based on Unit - IV)

Marks

- Q1. Explain the following web marketing approaches: (BTL2/CO4) (3)
- a) E-mail marketing
 - b) Search engine marketing
 - c) Social media marketing
- Q2. Identify the reason(s) of m-commerce being considered as a revised form of e-commerce. Explain types of m-commerce with their advantages and disadvantages. (BTL3/CO4) (3)
- Q3. Suppose a newly established EdTech company wants to start its operations through an online portal. Formulate appropriate business model & revenue model and create effective strategies for the following objectives: (BTL6/CO4) (9)
- a) Attracting visitors to the portal
 - b) Making the site interesting enough that visitors stay and explore
 - c) Building a trusting relationship with the visitors
 - d) Encouraging visitors to return to the portal.