

TEACHER – CHANDRAMA BASU
SUBJECT – ECOMMERCE, SEMESTER 2.
TOPIC- NEW TREND IN E-COMMERCE

QUESTIONS AND ANSWERS

Q1. Define digital marketing

Answer- Digital Marketing can be defined, as marketing of product or services using digital technologies like internet, mobile phones, display advertising and many more other digital mediums.

Q2. Discuss two objectives of digital marketing

Answer- (i) Conversion of customer - The specific objective of digital marketing is to get new customers and convert the offline customers into online customers.
(ii) Achieving target – The objective should be measurable in the sense that whether target has been achieved as per review plan or not.

Q3 . Define social commerce

Answer – Social commerce can be defined, a digital initiative to use social networks and social media for the promotion of online transaction and it describes new online retail models or marketing strategies, which incorporates social network or peer to peer network communication; to drive sales.

Q4. What is viral marketing

Answer – It is a marketing technique which uses, online platforms which is mainly used by the people to build, social networks or social relations with others and all of them share the same kind of interests, activities, backgrounds or real life connections. The main objective of viral marketing is to increase brand awareness, increase product sales on the basis of interaction of consumers and buyers which amplifies or alters the original marketing messages which is known as marketing buzz.