**E-Business**

**September 2021 Examination**

**Q1. A recent report from a leading research agency suggests that only 2.85 percent of e- commerce website visits actually gets converted into sales and close to 70% of all online shopping carts lie vacant. We thus need a proper strategy to grow and sustain e-businesses. Devise an effective online marketing strategy for an e-commerce firm. (10 Marks)**

**Answer 1**

**Introduction**

Every e-commerce organization that wishes to grow its business must adhere to the most recent e-commerce marketing trends. It entails the proper structuring and launching of the e-commerce website, among other things. As a result, it is critical to invest in appropriate website structure and e-commerce marketing strategies. This response will concentrate on the most effective and up-to-date marketing techniques for Its Half solved only

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**Q2. Online transactions and payments have been on all time high during the recent time. The pandemic has further motivated consumers to take advantage of the digital modes of payments. Explain the concept of online payment system. (10 Marks)**

**Answer 2**

**Introduction**

The online payment system is a service that facilitates the transfer of funds to or from other businesses or individuals through the use of a smartphone, computer, or tablet. Typically, the online payment system works by obtaining your banking information and assisting you in transferring funds from your account to the account of the other company or individual. Small transactions can be completed and verified quickly, whereas complex transactions can take several hours to complete and verify. It makes no difference what type of business you are in or

**Q 3. The management of a large traditional gift shop have decided to move online in order to save the high operation cost. They have realized that most of their customers are browsing through their catalogue online and then placing the orders via phone or email. Moreover, the recent restrictions have also impacted physical visit to the store drastically. The company was looking for an expert to help them with this transition to online space and market their product using the online tools available. As a consultant to them, you have been briefed about their status and their requirements. Since the company is old and have a large existing customer base, they have lots of customer data with them. They have asked you the following.**

**a. How can you leverage business intelligence to strategically market their products online? (5 Marks)**

**b. How can you use social media in their favor? (5 Marks)**

**Answer 3A.**

**Introduction**

Business intelligence, also known as business analytics, refers to a collection of technologies and processes that can extract meaningful and relevant information from large amounts of raw business data. Diverse organizational functions, such as sales and marketing, can benefit from this pertinent information, which can improve the improvisation of business actions and decisions. Business intelligence assists in the analysis of customer purchasing patterns to develop

**Answer 3B.**

**Introduction**

Because nowadays, every internet user has access to social media, and retailers can use these platforms for marketing their products. Social media or E-commerce helps to increase the online reach of a business. Instead of using a formal channel of communication, social media websites allow you to engage in two-