**E- BUSINESS**

**JUNE 2023**

**1. As the owner of an online pastry brand, you are exploring different revenue models to increase your revenue streams. Explain the different types of revenue models that can be used for e-businesses. Identify the revenue models that are most suitable for an online pastry brand. Discuss the associated issues with each revenue model and how they can affect the success of an online pastry brand. Analyze the impact of technology on the different revenue models and how they can be leveraged to optimize the revenue of an online pastry brand.**

**Introduction**

As the owner of an online pastry brand, you are likely interested in exploring different revenue models that can increase your revenue streams. Revenue models are essentially the ways in which a business generates revenue. There are many different types of revenue models, each with their own advantages and disadvantages. In this essay, we will explore the different types of revenue models that can be used for e-businesses, identify the revenue models that are most suitable for an online pastry brand, It is only half solved

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**2. You are a digital marketing consultant hired by an online gaming company that aims to increase its customer base and brand awareness in the Indian market. Develop a digital marketing strategy that utilizes various online marketing tools and strategies to promote the company's gaming services in India.**

**Introduction**:

The online gaming industry is growing rapidly worldwide, and India is no exception. With the rise of mobile internet and affordable smartphones, there has been a significant increase in the number of online gamers in India. The Indian gaming market is expected to reach a value of $3.8 billion by 2024, which presents a huge

**3**  .**As online shopping for gifts continues to grow in popularity in India, it is essential for online gift apps to provide a seamless and user-friendly shopping experience to their customers. One of the key features that contribute to a good shopping experience is the shopping cart capabilities.**

1. **Provide an overview of the online gift app market in India and discuss the importance of shopping cart capabilities in the success of these apps. Research and identify at least three different types of shopping cart capabilities that online gift apps in India can offer. Explain each capability in detail and provide examples of gift apps that use them.**

Online shopping for gifts has been gaining popularity in India due to the convenience, accessibility, and variety it offers to customers. In recent years, there has been a significant increase in the number of online gift apps available in the market. According to a report by RedSeer Consulting, the Indian e-gifting market was valued at approximately $2.5 billion in 2020 and is expected to reach $4 billion by 2024.

The success of online gift apps in India depends on several factors, including the quality of products, pricing, delivery, and customer support. However, one of the key features that contribute to a good shopping experience is the