

Assignment

Semester IV-6.1 Bringing Companies and Clients Together: Sales and Marketing Management

1. What is e-marketing? How do we integrate traditional marketing approaches with e-marketing? Explain with suitable example. (10 Marks, Word limit- 1000 words).
2. “All the marketing strategy is built on segmentation, targeting and brand positioning”. Explain above statement with suitable example. (15 Marks, 1500 words).

Notes: explain all the concepts properly and also give adequate example wherever needed. Give in-text citation and reference also. Type assignment on MS word and email either word file or PDF.

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