

Marketing your E-Commerce Business

ASSESSMENT

Total Marks: 30

Answer the following questions:

Q:1: Short Questions; (20)

- I. Outline the six steps of marketing cycle. What type of activities are taken place in each step?
- II. Suggest some ways for using FaceBook to attract customers?
- III. How do you set goals for your internet campaign?
- IV. How do discount codes work? and what are their benefits?
- V. Why it is important to evaluate an internet campaign?

Q:2: As a business owner what are your responsibilities with regard to the security of your customers? (10)