

## 1. E-Commerce

Q. What is digital Marketing ?

- 
1. Digital Marketing is a Subset that is Used to Promote a brand or Product Using one or more electronic technologies;
  2. Digital Marketing is a targeted, measurable, and interactive marketing of Product, Service Using digital technologies to reach the viewer & turns into customers.
- \* E-commerce is a business where buying and selling Completely depend on the internet.

Q. What is Internet Marketing ?

- (Advantages and Disadvantages of Internet Marketing)
1. Internet marketing referses to advertising & marketing efforts Use the web & email Using internet.
  2. Internet Marketing is also called as Online, web marketing. This is the process of promoting a business or brand and its product over the internet Using tools that helps drive traffic leads and sales.

④ E-mail

④ Blog

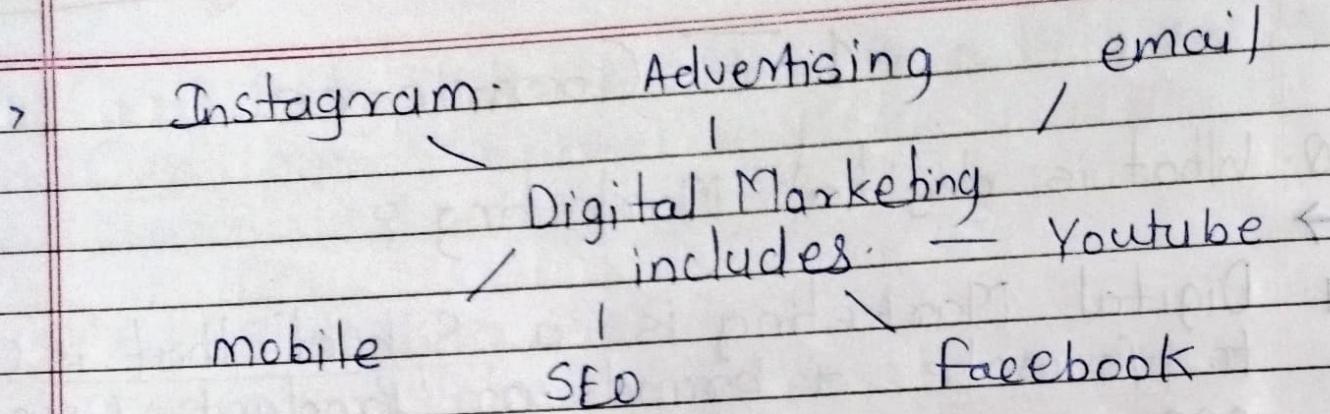
④ Blogging →

! /  
internet marketing

/ → includes

④ Banner Ads ④ Article

④ Search engine marketing

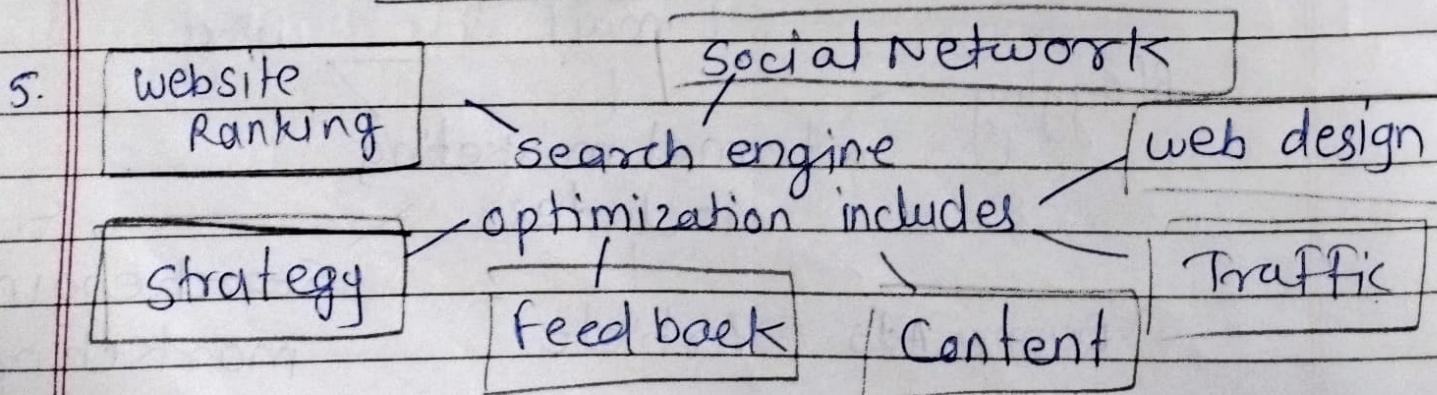


Q. What is SEO?

- 1. SEO stands for Search Engine Optimization
2. SEO is the process of increasing the quality and quantity of website traffic by increasing the visibility of website.
3. SEO is a methodology used to gain traffic by making your website visible in search engine result via organic and paid techniques.

4. Activities of SEO:-

- I. on-page optimization directly handles the structure and content of website
- II. off-page optimization is changes done to website offline.



## 6. Challenges of SEO :-

1. Time Constraints.
2. Writing a Strong Product description
3. Low-quality Content.
4. Loading Speed.
5. Managing user reviews.
6. Site design.

## 7. Benefits of SEO :-

1. Increased audience
2. Cost effective marketing
3. Increased Site Usability
4. Competitive edge.

## 8. Types of SEO :-

- |                  |                  |
|------------------|------------------|
| 1. Black hat SEO | 2. White Hat SEO |
| 3. Grey hat SEO  | 4. Negative SEO. |

## Q. What is SEM? (Search Engine Marketing)

- 
1. Search Engine Marketing (SEM) is a form of Internet marketing that involves the promotion of website by increasing their visibility in Search engine result page (SERP).
  2. SEM mainly focuses on improving the websites visibility in order to increase organic way ranking.
  3. SEM involves such as SEO, keyword research etc.

4. SEM Uses paid ad Campaigns to Searching For your website.

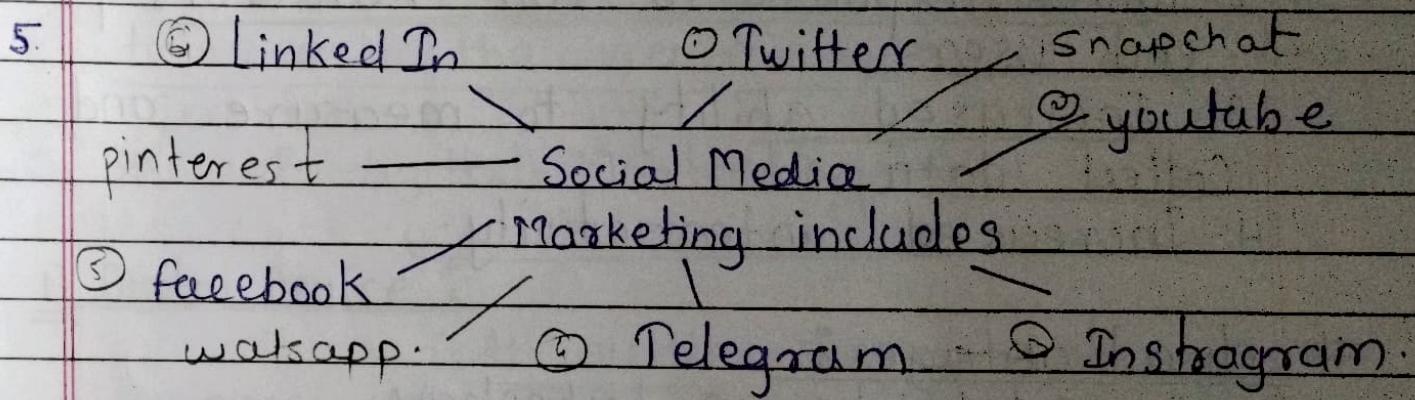
Q. What is Email Marketing ?

1. Email marketing is most effective channel for digital marketing for retailers.
2. Email play an important role in improving a better customer shopping experience.
3. Email marketing includes Sending a Commercial message to a group of people by using email.
4. Once you order or pay for product on e-commerce website you get a Confirmation email & also digital invoice.

Q. Social Media Marketing ?

1. SMM that is Social Media marketing is Use of social media platforms to Connect with your audience to build your brand, increase sales and website traffic.
2. Social media marketing first started with publishing your business where sharing their Content on Social media.

3. SMM involves publishing great Content on Social media, running advertisements on Social media;
4. SMM helps a Company get direct feedback from Customers and with the help of SMM Customer directly ask their questions or telling the Complaints;



## 6. Digital Display Marketing

1. Digital display marketing is advertising on graphical screen on the internet. The advertising media used are images, video or animation as well as text links.
2. The Primary goal of display marketing is to increase brand awareness and reach.
3. Digital Display marketing includes online advertising Banner, advertising, Internet advertising etc.
4. Advantages:-
  1. Large Scope of Campaigns.

- 2. Simple monitoring and reporting
- 3. Different groups directly targeted
- Q. What are advantages and disadvantages of e-marketing? / Internet marketing

### # Advantages:-

- 1. Extremely low risk
- 2. Faster response to both marketers & end users
- 3. Increased ability to measure and collect data
- 4. Increased interactivity

### # Disadvantages:-

- 1. Dependability on technology
- 2. Security, privacy issues
- 3. Maintenance cost affect the environment

- Q. What is Google Adwords?

- 1. Google adwords is display a 'picture ads'
- 2. Google adwords is an <sup>HT</sup>online platform developed by google, where advertisers display advertisements,

SEO

SEM

* Search Engine Optimization	Search Engine Marketing
1. Organic (unpaid) Position	1. Paid Position
2. Lasting effect, slow strategy	2. immediate effect, quick strategy
3. low cost to implement	3. Expensive
4. Harder to measure	4. easier to measure
5. occurs on your website	5. occurs on 3rd party websites

## 2. Introduction to New Age Media (digital) Marketing.

Q. What is digital marketing, Explain 5D's of digital marketing.

1. Digital marketing is the term used for measurable and interactive marketing of products using digital technologies to reach the viewers, turn them into customers.
2. 5D's of digital Marketing :-

### 1) Digital Device :-

All audience interact with business using website and mobile apps through the devices like Smartphone, Computers, tablets etc.

### 2) Digital Platforms :-

most interaction on these devices are browser or apps from the major platforms like Facebook, Twitter etc.

### 3) Digital Media :-

There are different type of media such as paid or free. These audience advertising email & messaging etc.

### 4) Digital Data :-

The business collect the audience profile and their interested data, which

Product audiences want

## 5) Digital technology :-

Every business uses the digital marketing. These marketing is a digital technology.

Q. Write down diff' bet' Traditional and digital Marketing / Explain TM & DM.

<u>Traditional Marketing</u>	<u>Digital Marketing</u>
③ also known as (old age media)	known as (new age media)
1. It is easy to <u>reach out local audience</u>	1. it is easy to <u>reach out globally all over the world</u>
2. Traditional Marketing Provide <u>hard copy of Product and Services</u>	2. Digital marketing Provide <u>soft copy of Product &amp; Services</u>
3. In this marketing <u>less interaction</u>	3. In this marketing <u>more interaction</u>
4. Traditional marketing <u>is most expensive</u>	4. Digital marketing is <u>more less expensive</u>
5. In this marketing <u>one-way Communication involve</u>	5. In this marketing <u>two-way Communication involve</u>
6. Example - <u>newspaper and print ads.</u>	6. eg - <u>email marketing, SMM, PPC, SEO etc.</u>

Q. What are advantage and disadvantages of traditional Marketing.

# Advantages of traditional marketing:-

1. Easy to reach target local audience
2. Materials can be kept
3. Tangible offers
4. It can be easily Understood
5. Product testing is easy to customer

# Disadvantage of traditional marketing:-

1. Expensive
2. Inefficiency
3. forced strategy

Q. Write advantages and disadvantages of digital marketing.

# Advantages of Digital Marketing :-

1. Effective Campaign
2. Choice to audience
3. Easy interaction with audience
4. Cost-efficient
5. Real time results.

# Disadvantage of Digital Marketing:-

1. High Competition
2. dependability on technology
3. Time Consuming
4. Security and privacy issue.

## # Digital Marketing channels :-

1. Email Marketing
2. Search Engine Optimization (SEO)
3. Online display advertising or ODA
4. Social Media Marketing

} explanation read from chp.  
no1 Notes

### 5. Pay Per Click Advertising (PPC) :-

- ① In Pay per click advertising, where the advertiser pays only when someone clicks on their ad.
- ② PPC is type of internet marketing which involves advertisers paying a fee each time one of their ads is clicked.

### 6. Video Advertising :-

This is the most common form of advertising which include platforms like youtube.

### 7. Affiliate Marketing :-

It is the process of earning income every time you promote products or services for someone else.

### 8. Online Public Relations :-

Online Public Relations refers to the uses of the internet to communicate with both potential and current customers in the public area.

These all are the some popular DM channels

# Explain different types / what are the types of digital Marketing.

- I. Internet Marketing
- II. Social Media Marketing
- III. Mobile Marketing.

### III. Mobile Marketing :-

1. Mobile marketing is a type of DM that promotes Products & Services via mobile devices such as tablets and Smartphones.
2. It use the mobile Features like location.
3. Mobile marketing is more affordable than traditional marketing.
4. Mobile marketing include Promotions on Sent text sms, apps, mobile website etc.

5. Apps      SMS      MMS      Coupons  
mobile Marketing includes / location based.

#### 6. Advantages:-

1. faster access,
2. User friendly:
3. knowledge about device.

#### 7. disadvantage:-

1. Security
2. Creative.

## Q. What is New Age Media

1. A New Age Media is type of media that uses digital technology.
2. New age media increased communication between people all over the world on the internet.
3. New age media allowed people to express themselves through blogs, websites etc.
4. New age media is nothing but Digital marketing.

### 3. Creating Initial Digital Marketing Plan

Q. What is digital Marketing plan?

- 1. A digital Marketing plan is an essential map to achieve the objectives of your brand,
- 2. Digital Marketing plan is a document sharing the details for all the planning for your digital marketing actions;
- 3. digital marketing plan should include following environment of the brand, objectives that are intended to achieved and strategies actions, results etc information.

Q. steps to create effective Digital Marketing plan.

- Step 1 :- define brand  
↓
- Step 2 :- create buyer personas  
↓
- Step 3 :- Set Goals ( SMART Goals)  
↓
- Step 4 :- Choose write digital Marketing methods  
↓
- Step 5 :- Set your marketing budget  
↓
- Step 6 :- Measurable results.  
↓
- Step 7 :- Start creating a digital marketing plan

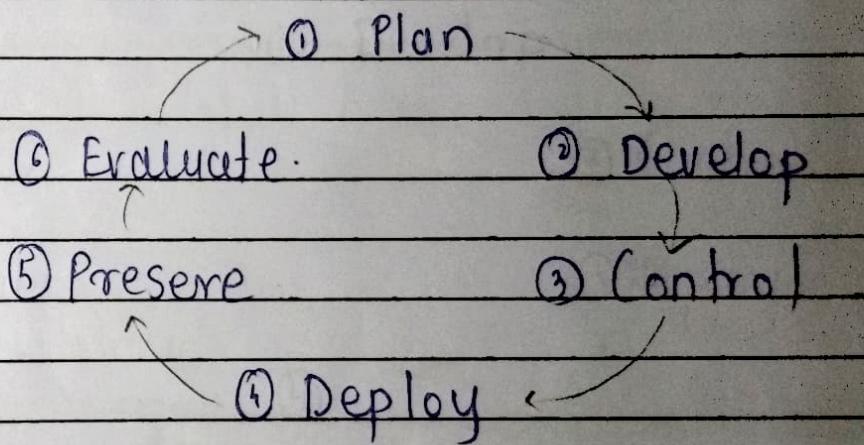
(Explanation read from text book at exam time)

Q. Explain/ what is Content Management? (cms)

- ① A Content Management System is the process of organising the pieces of Content (text, clips, multimedia) in the most efficient way is called CMS
- ② A Content management System is an application that is used to manage web Content
- ③ A Content management System is a set of related Programs that are used to Create and manage digital Content
- ④ A Content management System allows you to create, edit, manage and maintain website pages on a Single interface
- ⑤ Examples of popular Content management Systems are Joomla, Drupal, Magento, Wix Superspace, TYPO3 etc.
- ⑥ Types of CMS:-
  - i. Web Content Management (WCM)
  - ii. Enterprise Content Management (ECM)
  - iii. Digital Asset Management (DAM)
  - iv. Records management (RM)

## ⑦ Content Management has its life cycle.

- "Content Management lifecycle is the process of planning, developing, managing, deploying, preserving, evaluating all content within an enterprise".
- CM life cycle consists of Six phases:- Plan, Develop, Control, Deploy, Preserve, Evaluate.



• ① Plan :- In this phase CM strategy is planned with business Objectives,  
In plan phase of CM you can Analyze, Quantify, Align, Design

② Develop :- In this phase Metadata is added to give the Content meaningful context.  
In develop phase of CM life cycle you can Create, Capture, Collect and Categorize

③ Control :- In this phase, Content is stored, Secured, Optimized, reviewed and approved.

④ Deploy :- In this phase, Content is delivered to user.

In this phase you can assemble, Syndicate, Personalize and localize, publish.

⑤ Preserve :- In this phase, Valuable Content is protected from change and loss. In this phase you can Archive, Backup, migrate, Destroy.

⑥ Evaluate :- In this phase, Content is audit to stay up-to-date. In this phase you can audit, measure, Research, adapt.

⑦ CMS Composed of 1. Content management Application (CMA) and 2. content delivery Application (CDA) two major Components.

⑧ Advantages -

- a. CMS is open Source and freely available
- b. Easy Customization is possible as per need of User
- c. Content editing is more comfortable
- d. Easy and quick uploading of media files,

⑨ disadvantages -

- a. CMS SW needs a time-to-time Update.
- b. Use of diff<sup>n</sup> plugings can make website heavy and difficult to run.

Q. Explain/what is SWOT analysis. ?

1. SWOT analysis stands for Strengths, weaknesses, Opportunities and Threats.
2. SWOT analysis is a strategic planning tool that helps a business owner to identify strengths, weaknesses as well as opportunities and threats.
3. SWOT analysis is most commonly used as a part of marketing plan;
4. SWOT analysis Matrix:-

- SWOT matrix Square divided in four quadrants
- Each quadrant represents one element of SWOT analysis i.e strengths, weaknesses, opportunities and Threats.

what do you

do well? ↗ S

strengths

W

weaknesses

where do you

need to improve?

what are ↙ O

your goals? opportunities

T

threats

what

obstacles do

you face?

- These four characteristics are divided into two factors:-

↗ Two internal factors: strengths and weaknesses; are in the left-hand column.

↘ Two external factors: opportunities and threats; are in right hand column.

Q. What is target group analysis?

- ① Target group analysis is defined as "A target marketing refers to a group of customers to whom a company wants to sell its products and services and to whom it directs its marketing efforts".

## 4. Marketing Using Web Sites.

Q. What is Web Marketing?

- 1. Website is most important and powerful marketing tool.
- 2. Web marketing refers to a broad category of advertising in many different forms.
- 3. Web marketing involves any marketing activity conducted online.
- 4. Web marketing is cost-effective way to reach people.

5. Types of Web marketing includes following type :-

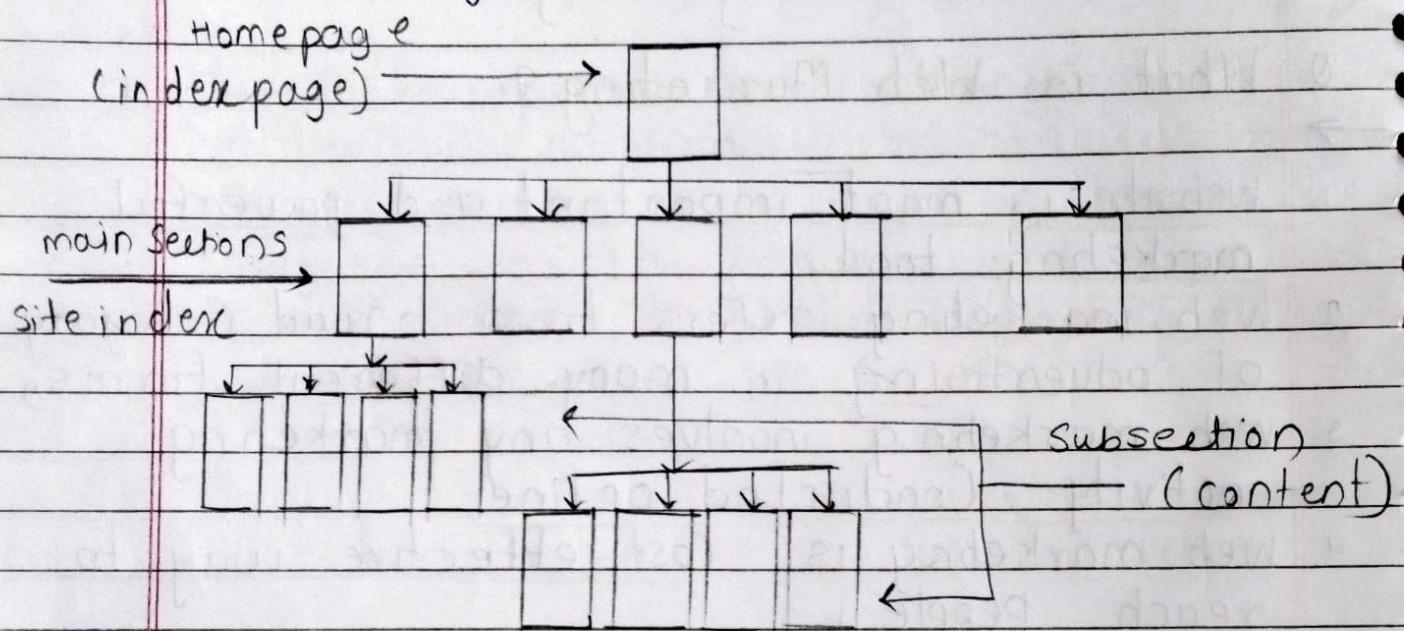
- 1. Display advertising
- 2. Search Engine marketing SEM
- 3. Search Engine Optimization SEO
- 4. Social Media marketing SMM
- 5. Email marketing EM
- 6. Video marketing etc.

\* Structure of webpage or website :-

Elements of web page:

- 1. Home page - This is a main page.
- 2. Page layout
- 3. Background
- 4. Page title
- 5. Frames etc.

## 7 Website layout



### Q. What is Website Optimization?

→ 1. Website Optimization is the process of systematically improving the performance of your website to meet your business objectives.

### 2. Website optimization Tools :-

#### I. Quantitative website optimization tools -

eg. google Analytics , crazyEgg etc.

#### II. Qualitative website optimization tools -

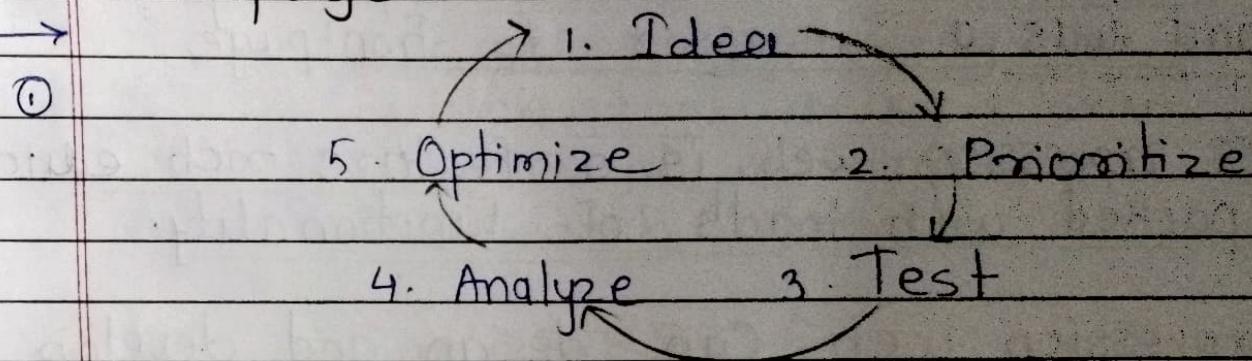
eg. qualaroo, User-testing.com etc.

#### 3. Website optimization includes processes

Such as adding keywords, editing meta data, Optimizing Components etc.

4. Website Optimization is important because it helps your website become more effective and it increases revenue of your business.

Q. Explain how to optimize websites or webpages. IPTAO



② This Process Consists of following steps:-

I. Establish Idea :- In this step, first you have to establish effective idea to optimize your website.

II. Prioritize :- In this step, After building list of possible optimizations , you need to put them in priority order.

III. Test :- Testing your website optimizations is the next step.

IV. Analyze :- In this Step, Review the testing data to determine which theories were true or not.

V. Optimize:- Optimizing your website is an ongoing process and it is last step.

Q. Explain / what is MS Expression Web?

1. Microsoft Expression Web is an HTML editor or program that is Used to design and create web pages.
2. MS expression web was developed by microsoft and was a Successor to Frontpage;
3. MS expression web is a feature-rich editor packed with loads of functionality.
4. Expression web can design and develop web pages Using HTML5, CSS 3, ASP.NET, PHP, JS, XHTML etc.  
*IMP point*
5. Expression web 4 requires .NET Framework 4.0 and Silverlight 4.0 to install and run.

6. Advantages -

- a. Free to download
- b. Intuitive to use
- c. Meets industry standards
- d. Wide Variety of tools.

7. Disadvantages -

- a. No longer Supported by microsoft.
- b. Not as Powerful like other options.
- c. lack of Support means no more Updates
- d. limited integration,

## 5 Search Engine Optimization

Q. What is Search Engine?

1. Search Engine are an Integral part of the world wide web;
2. Search Engine help users for almost to search for almost anything on internet.
3. Search engine is tool helps users locate the most relevant information based on their search queries.

Q. SERP, define SERP?

1. SERP stands for Search Engine Results page (SERPs)
2. Search Engine Result Returns result depending on the Search string. These results called as SERPs (Search engine Results Page).

Q. Explain / what is SEO (Search Engine Optimization)?

1. SEO stands for Search Engine Optimization
2. SEO is a methodology used to gain traffic by making your website visible in search engine results via organic and paid techniques.
3. SEO is the process of increasing the

quality and quantity of website traffic by increasing the visibility of website or a webpage to users of web search engine.

#### 4. Benefits of Search Engine Optimization :-

1. Increased audience
2. Cost effective marketing
3. Increased site usability
4. Competitive edge

#### \* Types of SEO :-

- I. Black hat SEO
- II. White hat SEO
- III. Grey hat SEO
- IV. Negative SEO

#### Q. Explain on-page SEO and off-page SEO?

- 
1. SEO methodology involves many factors
  2. These factors divided into two types i.e on-page SEO and off-page SEO.

#### 3. On-page SEO :-

- onpage SEO also known as on-site SEO.
- onpage SEO focuses on your website and Content.

on page optimization handles.

Structure and Content of webpage

- Onpage aim is to ensure Search engines and ~~Searches can easily find, use and understand your Content.~~
- Onpage SEO helps visitors to decide whether your Content is relevant and potentially helpful.
- Examples of On-page SEO title tags, meta tags, headings, images, URLs etc.

## II. OFF-page SEO:-

- OFF page SEO also known as offsite SEO.
- off page SEO is anything you do outside your website to try to improve its search engine rankings.
- OFF page SEO is about anything that doesn't happen directly on your website.
- The goal of offpage is to get search engines to see your site as more, trustworthy and authoritative.
- examples of off-page SEO. Social media, forum posting, Blogs, Articles, Social Bookmarking, hyperlinks etc.
- off-page optimization handles & change made offline in webpage.

## Q. How does SEO works?

1. SEO Complete the number of activities that brings search results -
2. Step 1: Crawling :- Crawling is the process by which search engines discover webpages.  
Every search engine has software known as crawler or software spider that ~~crawls webpage content~~.
3. Step 2: Indexing :- Indexing is the process of storing and organizing of web content found during crawling
4. Step 3: Search work :- With every search, search engine process i.e it contracts the key phrases with page index;
5. Step 4: Search Algorithm :- There are three search algorithms on-site, off-site and whole-site
6. Step 5: Retrieving - The end results will be visible in search results

Q. What is SEO Content?

- 1. SEO Content is any Content Created with the goal of attracting Search engine traffic
- 2. SEO Content is Online Content designed to rank Search engines.
- 3. Types of SEO Content :-

- ① Product page
- ② Blog posts
- ③ Articles
- ④ Lists
- ⑤ Videos
- ⑥ Guides
- ⑦ Infographics
- ⑧ Slideshows
- ⑨ Glossaries
- ⑩ Directories.

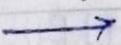
Q. What is link building in SEO?

→ link building is the process of getting SEO backlinks from other websites. This backlinks act as 'votes of trust' and increase the authority of target websites.

link building is the process of getting SEO backlinks from other websites. This backlinks acts as 'votes of trust' and increase authority of target websites.

## 6. Customer Relationship Management.

Q. What is CRM?



1. CRM stands for Customer Relationship Management.
2. CRM is a strategy and technology that is used to build stronger relationship between organization and their clients.

3. # Types of CRM :-

- Operational CRM - This CRM is all about marketing sales and services functionality.
- Analytical CRM - This CRM will use the data collected from the operational CRM and provide user and business individual.
- Collaboration CRM - This CRM will provide the technology to integrate all kinds of communication channels.

4. # Features of CRM :-

1. Lead Management - Keeping track of sales leads through a CRM system, allows your team to have greater control over them.

4.

2. Contact Management - This tools is designed to reduce monotonous tasks of recording of customer data like Contact, transactions.
3. Deal Management - Sales increases when business prioritize, track and monitoring each deal;
4. Email management - Email is most imp method of engaging with leads, prospects and customers.

### # Advantages of CRM-

1. long-lasting stream of revenue
2. Positive referral Creation
3. Provides premium.
4. Helps Customer retention.
5. lowers Costs of Sales
6. Helps Understanding Consumers behavior
7. Provides opportunity to Cross sell and upsell
8. Reduces Marketing time
9. Channel Cost Companies to rationalization
10. Enables business process reengineering.

### # disadvantages of CRM-

1. CRM Costs
2. Business culture
3. Poor Communication
4. lacks of leadership

Q. What is CRM cycle?

⑤ Increased Profitability

① Information from Customers

new

Customer acquisition

③ Building loyal Customers

Creating Superior Customer Value

1. Customer acquisition starts either from the traditional advertising or through referrals.
2. Next stage is of Customer development through personalization of Communication and creating best Customer value,
3. Next stage is building loyal customers. The retention of existing customers takes place;
4. The organization also benefits from new customers that it acquires through positive referrals.
5. New Customer and Building loyal Customer lead to increase in Profit,

## # Examples of CRM Tools

Saleforce, Hubspot, Monday.com, zoho, pipedrive, zendesk etc.

## # CRM Platforms :-

- A CRM platform lets you manage the inquiry across channel without losing track, and give scales.

## # CRM Models :-

1. A CRM model is a framework for how your company will manage customer relationship, from acquisition to retention.
2. Benefits of CRM model
  - Build quality customer relationship and increase their loyalty to your company.
  - Understand customer needs and personalize customer experience.
3. There are three CRM models.
  - I. DDIC CRM model
  - II. CRM Value chain Model
  - III. Payne & Frow's Five-step process model

### I. DDIC CRM model -

1. The DDIC CRM model is an excellent framework for discovering and using your customers' needs and values as the foundation of how you interacts with every customer.

2. DDIC model developed by Peppers and Rogers in 2004

3. PDIL model stands for four stages of CRM implementation i.e

- RM implementation i.e  
1. Identify, 2. Differentiate, 3. interact  
4. Customize. explanation

## II. CRM Value chain Model :-

1. Value chain is high-level model
  2. Value chain model is developed by Michael Porter.
  3. Value chain model identifies Processes a business uses to develop an end product or service for customers.

## 4 Working of CRM Value chain model :-

Primary stage	Customer portfolio analysis	Customer intimacy	Network development	Value scope	man- age the relation- ship
culture and leadership					
Supporting stage	Procurement	Processes			
	Human Resource management	Processes			
	IT / Data management process				
	Organisation design				

### III. Payne & Frow's Five-step process model :-

1. Five forces CRM model was developed by Adrian Payne and Pennie Frow.
2. This model emphasizes a cross-functional approach for effective CRM Processes.
3. There are two main Components of this model i.e.
  1. cross functional CRM Processes
  2. Key elements of CRM implementation

## 7 Social Media Marketing

SM Platforms.

(6)

Q. What is Facebook.

1. FB is most popular and important platform in SMML.
2. FB has network with large amount of customers.
3. FB is an American online social media service.
4. FB is Social networking website where users can post, comments share photographs, and post links watch short-video etc.
5. In FB user can create pages and groups.

Q. What is Twitter.

- ① Twitter is an American micro-blogging and social networking service.
- ② On Twitter users post and interacts with messages known as "tweets".
- ③ Twitter has become internationally identifiable by its signature bird logo, or Twitter bird.

Q. What is LinkedIn.

- ① LinkedIn is a business-oriented social networking site launched in 2003.

- ② It has 300+ millions users across the world.
- ③ It is available in 20 lang
- ④ it allows users to create and customize profiles and connect with people having similar interest areas.
- ⑤ it is good platform for B2B marketing.

⑥ What is blog or blogging?

- ① Blog is basically 'weblog', a kind of website, a journal that is updated regularly.
- ② it is basically run by individual or small grp.
- ③ Blogging is the process of adding new content to a blog and updating it at regular intervals.  
eg. writing posts, publishing them etc.

④ Blogger - A blogger is a person who runs a blog or a person who maintains the blog

⑤ Blog Content - It consists of articles that the author(s) writes,

⑥ Blog post - Post is an article that write on blog it include text, photos, Videos.

Q. What is Vedio sharing - youtube?

- ① Vedio sharing - An online video platform (COP) provided by Video hosting Services enables users to upload, convert stores and play back video content on internet.
- ② youtube is one of the most popular and best video sharing site.

Q. Fotos photosharing - Instagram, podcasts?

- ① Photosharing is the publishing or transfer of user's digital photo online.
- ② Instagram is a free photo and video sharing social media app.
- ③ Podcast is series of spoken word digital audio files that the user can download to a personal device for an easy listening.

Q. What is web analytics?

- ① Web analytics is the objective tracking, collection, measurement, reporting and analysis of quantitative internet data to optimize websites and web marketing initiatives.
- ② Example - Google Analytics, crazy eggs, Clicktale, mixpanel etc.

Q. What are digital marketing tools?

① Google Ads :-

{definition read from notes}

② Facebook Ads :-

It is also an online platform provided by Facebook, where advertisers pay for showing their advertisement on site.

③ Google Analytics :-

it is web analytics services offered by google.

google analytics is one of the most popular analytics tool used in the world.

④ Zapier :-

Zapier is an online automation tool that connects two apps and services.

⑤ Google keyword planner :-

① it is tool that provides keyword ideas and traffic estimates to help you build a search network campaign.

{ Read Summary for more details }

## 8. Digital Marketing Budgeting

### Q. Define Budgeting.

Budgeting refers to the process of preparation, implementation and operation of budgets. It involves formulation of operational plans for given future period and exec.

### \* Cost Management :-

1. Cost management is concerned with the process of finding the right project and carrying out the project the right way.
2. Cost management includes mainly four phases name as.
  - I. Resource planning
  - II. Cost estimating
  - III. Cost budgeting
  - IV. Cost Control

#### I. Resource Planning -

1. Resource planning is said to be crucial part of any business project.
2. Resource planning is the process of determining future resource requirements for an organisation.

3. Resource Planning involves evaluation and planning of the use of the physical, human, financial resources.

4. Resource Planning tools can help to Simplify process, also helping to improve work Procedure.

5. There two main approaches in Resource Planning :-

#### I. Top-down approach:-

- In top down approach, the decision-making is at the top and the knowledge is at the bottom. The flow of information is from top down.

#### II. Bottom-up approach:-

- Bottom-up approach is defined as "processing from small or subordinate units to larger or more important units in organization". The flow of information is bottom to up.

#### II. Cost estimating -

1. Cost estimate is the approximation of the cost of program, project or operation

#### III Cost budgeting -

1. Cost Budgeting is tool to estimate the Costs or necessary efforts for project work and management.
2. Cost Budgeting includes estimation of costs, setting a fixed budget and managing and controlling actual costs.

#### IV. Cost Control :-

1. Cost Control is an important factor in maintaining and growing profitability.
2. Cost Control is the practice of identifying and reducing business expenses to increase profit.

#### Q. Define Direct Cost and Indirect Cost.

→ I. Direct Cost - These are the cost associated with a single area, such as department.  
example - labor, material, equipment.

II. Indirect Cost - These are the cost gained by organization at large, example - Utilities and quality control.