

DBM CLASS ASSIGNMENT 1

Q17) SWOT analysis stands for Strength, Weakness, Opportunity and threats.

* STRENGTH →

- Wide reach: Digital Businesses have the ability to reach a large and global audience through the internet.
- Lower overhead costs: Digital Businesses can operate with lower overhead costs compared to traditional - brick and mortar business.

* Weakness: -

- Dependence on technology: Digital Business are heavily dependent on technology and the reliability of their system.
- Cybersecurity risks: Digital Business are exposed to various cybersecurity threats such as hacking, fraud & data breaches.

* Opportunities:

- Growing digital market: The digital market is growing rapidly, presenting opportunities for digital business to expand their reach and market share.

→ Emerging technologies: -

- * Threats: → Economic downturns.
- Cybersecurity threats.
- Increased competition.

Q.2.7 => Affiliate marketing is a cost effective and performance based marketing strategy that can be used to promote on e-commerce business.

Steps to start with affiliate marketing for e-commerce business.

- ① Identify your audience.
- ② Find the right affiliate.
- ③ Develop an affiliate program.
- ④ Promote your affiliate program.
- ⑤ Monitor and measure performance.
- ⑥ Offer exclusive deals.
- ⑦ Keep your affiliates engaged.

Q.3.7 => The Information and referral system (IRS) is a valuable tool for e-business to improve their operations and reach max customers. The step to improve on e-business using IRS is:-

- ① Access your current information and referral system.
- ② Define your target audience.
- ③ Identify the right information.
- ④ Develop a referral network.
- ⑤ Use technology such as Customer relationship management (CRM) to manage & tools.
- ⑥ Provide training to employees on how to use IRS.

Q.4) → A knowledge management system is a system designed to capture, store & share information within an organization. The purpose of a kms is to help organization leverage their collective knowledge & improve business performance and drive innovation.

A kms includes :-

- ① Knowledge repository
- ② Knowledge capture
- ③ Knowledge sharing
- ④ Knowledge search
- ⑤ Knowledge analysis

Q.5) → Analyzing internal and external factors affecting a company's e-business are:

① Internal factors:-

- ① Organizational structure
- ② Can evaluate a company's culture and how it affects e-business.
- ③ By assessing the company, resources, technology, and financial resources.

② External factors:-

- ① Evaluate the competition in the market and strategies used by.
- ② Economic conditions of the country
- ③ Technological developments
- ④ Social and cultural factors.