Assignment No. 4

Course Code: EMKT507   **Registration Number: _____**
Instructions:
a. Attempt all questions given below in your own handwriting. Assignment in typed format will not be considered for evaluation.
b. The student has to complete the assignment in the allocated pages only. Any other page in case utilized shall not be considered.

1. What is social media gamification? Explain examples of Gamification in Community & Social Platforms.

[10 Marks]

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Q2.   What is a visitor behavior analysis? Explain six reasons why you should conduct visitor behavior analysis.

[10 Marks]

Signature of the Student_____