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 **14135**

**Q1Ans:-**

 In the past few weeks we have seen the web at its best: enhancing lives, acting as a vital public good and connecting people in creative, positive ways. It is both a lifeline and a critical force in helping to curb the spread of the virus, providing vital public health information and helping us live virtually when meeting physically threatens human lives. But the web could do so much more if we could overcome three obstacles. Almost half the world’s population does not have internet access. To be without connectivity in normal times is a grave disadvantage. The use of technology such as web-based apps is considered capable of overcoming obstacles in carrying out business activities during the pandemic. A web-based app enables everyone in an organization in the world to interact with one another without any delay and problem.

**Following are the points How Web enable service help in the COVID-19 pandemic:-**

**A) Securing internet access for everyone: -** If at any point there was a chance to intensify endeavours to carry the advantages of the web to more individuals it is currently. Just 54% of the world is associated today with individuals in more unfortunate locales far less inclined to be on the web, alongside ladies and those living in distant and provincial territories. What is more, computerized hardship is not restricted to low-pay nations.

* As schools over the world close, a huge number of youngsters are being advised to go online for exercises. The individuals who live in homes with no association or just approach through a parent's cell phone are losing their entitlement to instruction and existing imbalances will just develop subsequently.
* Any governments enforcing internet shutdowns or slowdowns must stop. In Kashmir, for instance, where the government is slowing down internet traffic, people aren’t getting the information they need. When quick, accurate updates are essential to curb the spread of disease, such an information vacuum has deadly consequences. When the web is more vital than ever, it is all the more important that we keep it on.

**B) Fighting viral misinformation:-** As health advice changes rapidly in response to new knowledge, accurate information is a matter of life and death. But conspiracy theory videos and medical misinformation appear across social platforms and messaging apps, undermining people’s trust in public bodies and threatening our health.

* Governments and companies must fight this viral misinformation as a priority. There's now certain work in progress. Governments and bodies like the World Health Organization are cooperating with web-based media stages to get basic data to their billions of clients. News associations are sans offering admittance to Covid news, and stages including Twitter, Facebook, YouTube, , and have dedicated stand out property to guide individuals to definitive sources and organized authority sources in indexed lists. While getting solid and precise data out is crucial, stages should likewise organize eliminating substance, accounts and groups that spread deception.
* In typical occasions, they rely upon crafted by human mediators remove deception that calculations miss. Yet, numerous organizations have justifiably sent these laborers home because of Covid-19 and depend unmistakably more intensely on mechanized frameworks to police their foundation.

**C ) All Business Operations Are Well Monitored:-** With a web-based app, all business processes can be well managed. You might not even be able to see the big difference between working in the office and working from home, because all activities are running smoothly.

* From sales to payroll, all can be managed easily using the system. You and all your employees can also be more focused on more meaningful tasks, because administrative tasks are simplified (or automated). And in the end, you will find it easier to maintain the stability of your business income.

**Q2Part (A) Ans :-**

 **There are 6 Key Factors To Improve Your Company’s Digital Marketing:-** Customers can now readily access your website any time of day through smart phones, tablets and with new technological devices such as Google Glass on the horizon, this is only going to increase. As a result, more and more companies are now putting digital marketing at the heart of their business growth plans So if you want to improve your company’s digital marketing there are six key factors to consider.

1. **1) Your Website**: - Your organization site is a fundamental stage to expand your deals and dazzle your possibilities with your items, administrations, tributes and news declarations – all of which help to build your image mindfulness. Here are three hints for your site, you ought to likewise screen your rivals' sites routinely to guarantee you can drive forward your item's interesting selling focuses and take part in the most recent industry patterns. Construct validity by adding references to your affiliations and accreditations, in addition to connections to your web-based media channels, for example, Twitter, Facebook, LinkedIn, Pinterest, YouTube and your blog.
2. **Your Branding**:- Your logo design, colour scheme and straplines must engage and interest your customers to encourage them to choose your brand over your competitors. If your brand does not create the right impression, you can update your company logo through rebranding or by presenting your brand in a new way through an advertising campaign. A recent example is Coca-Cola who have recently personalised their bottles with people’s names to make their drinks more personalised.
3. **Video Marketing**:- YouTube’s blog recently stated that they now have 1 billion unique customers every month and that 6 billion hours of videos are watched every month - which was 50% more in March 2013 than it was in May 2012.Video marketing is also an essential part of your website and in the days of smart phones, digital cameras and free video editing software it has never been easier. Videos can be embedded on your website and can also be uploaded to, and shared in YouTube. Videos have the ability to show clearly which products and services your company can offer – most people will prefer to watch a 1 minute video than read a page full of text.
4. **Google AdWords:**- Google’s Pay-Per-Click advertising known as Google Adwords will give an almost instant increase in your website traffic. As a method of advertising, it is fast, flexible and highly measurable.
5. **A Social Media:-** The impact of social media is becoming even more prominent and powerful every single day: Google + is becoming increasingly popular with 359 million monthly active users according to a Global Web Index study, According to the Facebook Quarterly Figures Report (Quarter 1 2013), they have over 665 million users per day, with 751 million mobile (smart phone/tablet) users per month.
6. **SEO:-** Search Engine Optimisation (SEO) is a key way to maximise your website exposure on search engines like Google. When your website has great SEO, you will appear high up in the ‘organic’ search results in Google. At a basic level, SEO is about ensuring you have a content-rich website withwell optimised pages, and lots of inbound links and social shares.

**Q2 Part B:-**

Unless Google rolls out emotional improvements to the web index results page (SERP), text advertisements will show up at the highest point of SERP, a critical area for promotions. Advertisements can likewise show on the GDN where as demonstrated, distributers, ay not help your visual promotion .infect the Google FAQ on expend text advertisements incorporates are extended content promotions accessible for show network crusades?

The appropriate response is yes. You can make new advertisements in the GDN or duplicate those from your hunt crusades

incorporate a content advertisement?

Truly text promotions ensure most extreme inclusion since not all distributers acknowledge all advertisement designs, which means a mission including just visual ds could restrict introduction

there's no inquiries visuals like designs and picture improve the effect of promotions the thing is your advertisement has no effect in the event that it does not show right?

Extra benefits of text promotions

notwithstanding guaranteeing your promotions are indicated different benefits of text advertisements incorporates

a type of showcasing correspondence that sponsors can use to advance their item or administration on the Google

for Google text promotions show up on item pages and all through the Google network including search accomplices search organization and show organization.

Google isn't the main stage where text advertisements bode well Bing does so does Facebook and linked

**Q3Ans:- Question 3 (a)**

The drawbacks of e-commerce

* Although e-commerce is a tremendous opportunity for businesses, there are also downsides which need to be explored
* Lack of human contact
* Delivery issues
* International legislation
* Security issues

1. The downsides of web based business

2. The disadvantages of e-commerce• Although online business is an enormous open door for organizations, there are likewise drawbacks which should be investigated: • Lack of human contact • Delivery issues • International enactment • Product depiction issues • Security issues

3. Absence of human contact Some clients are hindered from buying on the web because:• they can not address anybody from the business ,Customers locate this unoriginal and causes them to feel unconfined Customers likewise careful about purchasing garments online as they cannot give them a shot before they purchase.

4. Conveyance issues• In a conventional shop, clients have the alternative to take buys home immediately.• When shopping on the web, clients need to stand by until the buys are conveyed

**Q3 Part B:-**

Web based business for Service Industry

The E business for administration Industry are clarified beneath

E-Services:-The conveyance of administrations by means of the web to buyers or different organizations can be alluded to by the nonexclusive term of e-administrations. There is a wide scope of e-benefits at present offered through the web and these incorporate banking, credits, stock exchanging, occupations and profession locales, travel, training, consultancy guidance, protection, land, intermediary administrations, on-line distributing, and on-line conveyance of media substance, for example, recordings, PC games, and so on This rundown is in no way, shape or form comprehensive and it is developing constantly. In this talk, we will give a diagram of eservices.

* E-benefits that fall into this classification incorporate

1)Banking2)Stock exchanging 3)Training

**Matchmaking Services:-**This has maybe been the region in which there has been the best development in eservices. Basically, in the vast majority of these applications, the client who could be an individual or business determines his prerequisites comparable to the administration. The online business website at that point does a pursuit over its own information bases or over the web utilizing portable specialists, or over different data sets or sites to search for at least one match to these necessities. The data is then gotten back to the e-specialist organization site to give the client the necessary help.

**Travel Services:**-Prior to the web, one may have come to a travel planner to book one's movement prerequisites, for example, air tickets, train tickets, vehicle enlist, inn, visits, and so on The travel planner would make an honest effort to meet these necessities by giving data with respect to plans, evaluating, advancements, just as recommendations on changes to de schedule. These appointments could be for people or partnerships.

**E-instruction**

* Various e-colleges are being brought forth around the globe. Once more, three models can be seen:
* Unadulterated digital colleges, for example, Jones International University
* Customary colleges setting up new digital vehicles for furnishing college training maybe with different colleagues. An illustration of this the Hong Kong CyberU .which was set by the Hong Kong Polytechnic University