



Master 1 Marketing	2 <sup>nd</sup> Lesson	Dr. GOURI M
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## Ethical issues in digital mkg

### Practice: Fill in the gaps with the following terms

According to the text and the teacher explanation, fill in the gaps:

	Advantages	Issues
Product	Websites live 24/7	Limited opportunity to try the product
Price	Dynamic pricing	Lose e-reputation by constantly changing prices
Place	Minimal use of logistics equipment	meeting delivery deadlines is crucial to customer satisfaction
Promotion	Availability of data and various communications media.	Problem of data security