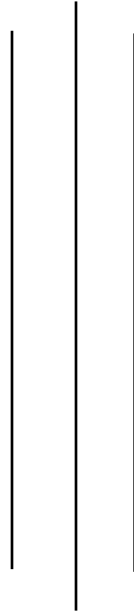




SUNWAY

INT'L BUSINESS SCHOOL



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Section A

1. **Earlier almost all the business transactions were done through cash payments but now IT revolution has led to the development of new forms of payment as electronic payment system that is necessary for day-to-day operating work. Explain how online credit card transaction works as an electronic payment.**

Answer: An e-payment system is a way of making transactions or paying for goods and services through an electronic medium, without the use of checks or cash. It's also called an electronic payment system or online payment system. The electronic payment system has grown increasingly over the last decades due to the growing spread of internet-based banking and shopping. As the world advances more with technology development, we can see the rise of electronic payment systems and payment processing devices. As these increase, improve, and provide ever more secure online payment transactions the percentage of check and cash transactions will decrease.

Understanding how an electronic payment works can get technical since there are a lot of moving parts. Here's a breakdown of the main participants required for an electronic payment transaction:

- The cardholder is identified as the consumer who purchases a product or service online.
- The merchant is the person or business that sells goods and services to the cardholder.
- The issuer is the financial institution that provides the cardholder with the payment card. This is usually the cardholder's bank.
- The acquirer, or merchant account provider, is the financial institution that establishes an account with the merchant. The acquirer authorizes the legitimacy of the cardholder account.
- The payments processor handles the official transaction between the cardholder and merchant.
- The payment gateway processes merchant payment messages and uses security protocols and encryptions to ensure transaction safety.

Above point and paragraph show you how online credit card transaction works as an electronic payment.

2. We use the term B2B e-commerce to describe specifically that portion of B2B commerce that is enabled by the Internet. “Transactions between businesses conducted electronically over the Internet, extranets, intranets, or private networks”.. Explain the Basic Types of B2B Transactions and Activities with examples

Answer:

B2B" means "business to business." Business-to-business refers to business that is conducted between companies, rather than between a company and individual consumer. Transactions between businesses conducted electronically over the Internet, extranets, intranets, or private networks; also known as eB2B (electronic B2B) or just B2B.

BASIC TYPES OF B2B TRANSACTIONS AND ACTIVITIES

- Sell-side: one seller to many buyers.
- Buy-side: one buyer from many sellers.
- Exchanges: Many sellers to many buyers.
- Supply chain improvements and collaborative commerce: including additional activities such as, communicating, sharing information for joint design.



Sell-Side:

In this type of e-marketplace, one business sells products and services to many potential buyers. It not only involves selling products and services, but also involves using internet to market services. Both consumers as well as business buyers could use same marketplace to make a purchase. An example of such case is Dell.com. Some of the examples of sell-side sellers are Alibaba (Alibaba.com), Intel (intel.com), Cisco Systems (cisco.com) and many more.



Buy-Side:

This involves transactions between one buyer and many sellers. It refers to transactions to procure resources needed by a company from its suppliers. The transaction takes place between purchasing organization and its suppliers possibly via intermediaries. Companies find it harder to manually search and compare suppliers. This slows down production and becomes costly for companies. Therefore, large buyers came up with the solution of having their own marketplace called buy-side e-marketplaces. They invite sellers to compete to fulfill demand and thus resulting in cheaper supplies.

3. With the explanation of Intellectual Property Protection, explain the Copyright protection law is different from patent and trademark law.

Answer: Intellectual property Protection is a broad categorical description for the set of intangible assets owned and legally protected by a company from outside use or implementation without consent. An intangible asset is a non-physical asset that a company owns. The concept of intellectual property relates to the fact that certain products of human intellect should be afforded the same protective rights that apply to physical property, which are called tangible assets. Most developed economies have legal measures in place to protect both forms of property. Intellectual property is owned and legally protected by a company from outside use or implementation without consent. Intellectual property can consist of many types of assets, including trademarks, patents, and copyrights.

Copyrights and trademarks protect distinct creations. Generally, copyrights protect creative or intellectual works, and trademarks apply to commercial names, phrases, and logos.

Copyrights primarily protect the rights of people who create literary, dramatic, musical, artistic, and certain other intellectual works (like history tests, and software code).

Trademarks protect the use of a company's name and its product names, brand identity (like logos) and slogans.

The patent allows the inventor exclusive rights to the invention, which could be a design, process, an improvement, or physical invention such as a machine.

While a patent, with the exclusion of a design patent, protects inventions of new processes, copyright protects published and unpublished original works, including works in literature, music, art, architecture, software, and choreography. Like a patent holder, the copyright owner has exclusive rights, including the right to reproduce, make derivatives, distribute copies, display the work in public, or perform the work publicly. A trademark is exclusively assigned to a company, meaning the company owns the trademark so that no others may use or copy it. A trademark is often associated with a company's brand.

In some cases, an applicant can obtain both a copyright and a patent. Overlap, for instance, can occur between a design patent and copyright in circumstances where the ornamental design qualifies both for a patent and as a work of art subject to copyright protection.

SECTION B

- 1. The value chain typically consists of one or a few primary value (product or service) suppliers and many other suppliers that add on to the value that is ultimately presented to the buying public. Explain the generic players in an industry as well as firm value chain performing different value adding steps.**

Answer: A value chain is a business model that describes the full range of activities needed to create a product or service. For companies that produce goods, a value chain comprises the steps that involve bringing a product from conception to distribution, and everything in between such as procuring raw materials, manufacturing functions, and marketing activities. A value chain is the full range of activities – including design, production, marketing and distribution – businesses conduct to bring a product or service from conception to delivery. For companies that produce goods, the value chain starts with the raw materials to make their products, and consists of everything added before the product is sold to consumers.

A company conducts a value-chain analysis by evaluating the detailed procedures involved in each step of its business. The purpose of a value-chain analysis is to increase production efficiency so that a company can deliver maximum value for the least possible cost.

The first 5 are the primary activities which are the basics in any company and are the activities which provide strength and sustainability to the company. The remaining 4 are the support activities or also known as the secondary activities and these are used by the company for differentiation as well as maintenance of the organization. Both, the primary as well as the secondary activities are necessary for the firm to survive.

Primary activities of Value chain

I. Inbound logistics

Bring raw material from source to the company. The value chain can be enhanced in this step by improving the quality of raw material as well as optimizing the cost of inbound logistics.

II. Operations

Converting the raw material to finished goods is the job of Operations. The customer value is increased majorly in this step if the operations are up to mark and the product is manufactured in the right manner and meets quality standards. You can take example of Television or Air conditioners to understand the importance of Operations and manufacturing in the Value chain.

III. Outbound logistics

Sending finished goods from manufacturing point to distributors and retailers. The value chain receives a boost if the out bound logistic activities are carried out in time with optimal costs and the product is delivered to end customers with minimum affect to the quality of the product. Food products can be an example of how value can be added during outbound logistics by delivering product on time with best quality.

IV. Marketing and sales

The marketing and sales apply push as well as pull strategy to increase the sales of the product. The company exists to make profits and if profits can be increased by marketing and sales, then the company has to use these tools. However, marketing needs to be done in the right manner to build brand equity and sales should be done in the proper channel without any false commitments given to customers to add value to the end product and the brand.

V. Service

The post sales service is the most important because it directly affects the word of mouth publicity of the product. If the service is not up to mark, no one will buy the product and the brand will lose market share and may be taken out of the market eventually. Thus service is very important in the Porters value chain.

Secondary activities involved in the Value chain are as follows

VI. Procurement

The management of vendors and the procurement of the raw material on a timely basis is where procurement comes in.

VII. Technology development

No product can survive if the company does not keep it updated as per the latest technology.

VIII. Human resource management

The right people in the right place can make all the difference for the company and hence the HR department is a support activity most important for the firm.

IX. Firm infrastructure

Without a proper infrastructure, and lack of government handling or legal support, a firm might face a big hurdle. Similarly, administration department will help in maintenance of the facilities in a firm.

The secondary activities like Technology and the right people are the elements which add differentiation for the company. Samsung proved that Technology can destroy a big competitor like Nokia. Similarly, Southeast airlines proves that people are important to a company and that you can be the most favored airline because of the people in your organization.

Therefore, this above point and paragraph shows and explain the generic players in an industry as well as firm value chain performing different value.

- 2. Suppose you are on executing position of the company and you are using a broad-based formula for how a business is going to accomplish its mission, what its goals should be, and what plans and policies will be needed to carry out those goals. Kindly explain the process of strategic planning that you are going to accomplished.**

Answer:

If I was an executing position of the company and was to make plan, goal and mission. I will conduct a SWOT analysis (strengths, weaknesses, Opportunities, and Threats), i.e., they should make best possible utilization of strengths, minimize the organizational weaknesses, make use of arising opportunities from the business environment and shouldn't ignore the threats. I must have a thorough knowledge and analysis of the general and competitive organizational environment so as to take right decisions. Strategic management can also be defined as a bundle of decisions and acts which a I should undertakes and which decides the result of the firm's performance.

Strategic management is all about identification and description of the strategies that managers can carry so as to achieve better performance and a competitive advantage for their organization. An organization is said to have competitive advantage if its profitability is higher than the average profitability for all companies in its industry.

Strategic management is nothing but planning for both predictable as well as unfeasible contingencies. It is applicable to both small as well as large organizations as even the smallest organization faces competition and, by formulating and implementing appropriate strategies, they can attain sustainable competitive advantage.

Strategic management is a way in which strategists set the objectives and proceed about attaining them. It deals with making and implementing decisions about future direction of an organization. It helps us to identify the direction in which an organization is moving.

Strategic management is a continuous process that evaluates and controls the business and the industries in which an organization is involved; evaluates its competitors and sets goals and strategies to meet all existing and potential competitors; and then reevaluates strategies on a regular basis to determine how these have been implemented and whether these were successful or require replacement.

Strategic management gives a broader perspective to the employees of an organization and they can better understand how their job fits into the entire organizational plan and how it is correlated to other organizational members. It is nothing but the art of managing employees in a manner which maximizes the ability of achieving business objectives.

Strategic management process has following five steps:

Step # 1. Mission and Goals:

The first step in the strategic management begins with senior managers evaluating their position in relation to the organization's current mission and goals. The mission describes the organization's values and aspirations; and indicates the direction in which senior management is going. Goals are the desired ends sought through the actual operating procedures of the organization. It typically describe short-term measurable outcomes.

Step # 2. Environmental Scanning:

Environmental scanning refers to a process of collecting, scrutinizing and providing information for strategic purposes and helps in analyzing the internal and external factors influencing an organization. After executing the process, management should evaluate it on a continuous basis and strive to improve it.

Step # 3. Strategy Formulation:

Strategy formulation is the process of deciding best course of action for achieving organizational objectives. After conducting environment scanning process, managers formulate corporate, business and functional strategies.

Step # 4. Strategy Implementation:

Strategy implementation implies putting the organization's chosen strategy in to action and making it work as intended. Strategy implementation includes designing the organization's structure, distributing resources, developing decision making process, and effectively managing human resources.

Step # 5. Strategy Evaluation:

Strategy evaluation which is the final step of strategy management process involves- appraising internal and external factors, measuring performance, and taking remedial/corrective actions. Evaluation assure the management that the organizational strategy as well as its implementation meets the organizational objectives.

These steps are carried by the businesses, in chronological order, when creating a new strategic management plan. Present businesses that have already created a strategic management plan will revert to these steps as per the situation's requirement, so as to make essential changes.

3. Now a day's gyapu.com is replacing the traditional kirana pasal from our surrounding. If you are agreed on this scenario kindly, justify based on e-commerce concept.

Answer: Now a day's gyapu.com is replacing the traditional kirana pasal/shops from our surrounding. Yes, I agree on this scenario because Gyapu has to offer some pretty significant selling points to convince people to make the switch to

buying online, and that's where the afore-mentioned free delivery comes in. The company also claims its products are fresher because it doesn't keep inventory; rather it sources each day's groceries directly from suppliers each day. It's an approach that ensures customers are getting the absolute freshest meats and veggies. It might also be a bit difficult to scale, but for now, Gyapu's main battle seems to be getting people used to and comfortable with the idea of buying their groceries online. Gyapu provides a lot of products in scope and a wide variety of products irrespective of brands and types of products whereas Traditional commerce has limited number of products with a particular seller as space is limited. GYAPU is the most rewarding online shopping platform led by Nepali Entrepreneurs with the objective of expanding and flourishing e-commerce industries in Nepal and across South East Asia. The primary objective of GYAPU is to build the Nepali Global Brand and promote domestic Nepali products in Nepal and throughout the globe. GYAPU pledges to disintermediate the monopoly of mediators and existing e-commerce industrial trends. GYAPU envisions to uplifting the local business enthusiasts and overall Economy of Nepal while simultaneously creating job opportunities nationwide.

Gyapu provides a lot of discounts and at lower rates whereas in Traditional(Kirana pasal) commerce there will be no or fewer discounts and no other options except to approach different seller which takes time. Gyapu provides good customer services in different forms such as chat option or direct call with customer care executive whereas Traditional commerce does not provide any such customer support. Now when you know what traditional commerce and e-commerce look like, it's time to point out the differences between them. It's necessary to know the other side of the story to be able to understand it or, in this case, to manage it successfully. The biggest difference between these two is accessibility. For instance, if you want to buy something at the store, you have to visit it during their working hours. To be able to do that, you have to first leave the house. If you're tight with time, it's possible you won't make it. Unlike traditional commerce, e-commerce is available 24 hours a day, seven days a week. No matter if a holiday or working day, you can buy whatever you want, whenever you want. Moreover, your target audience is no more just regional, it becomes national or even international. To establish a successful business which can handle all the requirements like shipping, return processes, or sales, you need a quality infrastructure. It includes good strategy, organization, and technologies. Besides accessibility, the difference is in employees and the ability to see and

touch the product. In stores, you can always check your item right away or ask someone to help you out with it.

Gyapu is completely an in digital and online mode where the communication is through electronic form completely whereas Traditional(Kirana pasal) Commerce is completely offline and through in person or face to face. Gyapu can have several payment modes such as online transactions or digital wallets or cash on delivery whereas Traditional Commerce can have only cash payment in person.

At last Gyapu save your travel time and cost. A physical shop, the customer has to visit the outlet to purchase the item whereas for an Gyapu he can just do it with few clicks sitting on the couch. Gyapu enables deal, bargain, coupons and group buying discount.so I think it's true that Now a day's gyapu.com is replacing the traditional kirana pasal/shops from our surrounding.

4. How does a social network differ from a portal? How are the two similar?

Answer: An online social network, also called a social networking Web site, is a Web site that encourages members in its online community to share their interests, ideas, stories, photos, music, and videos with other registered users. Popular social networking Web sites include YouTube and Facebook, with Facebook alone boasting more than 2.8 billion active users. A media sharing Web site is a specific type of online social network that enables members to share media such as photos, music, and videos. Facebook and Instagram are popular photo sharing communities; YouTube and TikTok are popular video sharing communities.

A portal is a Web site that offers a variety of Internet services from a single, convenient location. Most portals offer these free services: search engine; news; sports and weather; Web publishing; reference tools such as yellow pages, stock quotes, and maps; shopping; and e-mail communications services. Popular portals include GO.com, Yahoo!, MSN, and google.com.

Difference Between Social Network and Portal is that an online social network, also called a social networking Web site, is a Web site that encourages members in its online community to share their interests, ideas, stories, photos, music, and videos with other registered users. While a portal is a Web site that offers a

variety of Internet services from a single, convenient location. Social Network is a location on the internet usually accessed through an URL whereas Portal provides a single point of access where the traffic is limited to the right set of users. A Social Network is a set of interlinked web pages hosted from the same domain, which can be accessed through a web address. As against a portal is a custom-made website which involves information from a broad class of sources in a persistent manner. A portal is usually user-centric whereas a website is owned by an organization or company etc. A Social Network is not a primary knowledge domain whereas portal is the passage to knowledge management system. The information is regularly updated in case of a portal. In contrast, the information sources in a website are rarely updated.

Social networks and portals are all based on feelings of shared interest and self-identification—in short, a sense of community. Social networks and online communities explicitly attract people with shared affinities, such as ethnicity, gender, religion, and political views, or shared interests, such as hobbies, sports, and vacations. The auction site eBay started as a community of people interested in trading unwanted but functional items for which there was no ready commercial market. That community turned out to be huge much larger than anyone expected. Portals also contain strong elements of community by providing access to community-fostering technologies such as e-mail, chat groups, bulletin boards, and discussion forums. Therefore, both social network and portal share information to its user.

Hence, above paragraph show you the difference and similarities of Social network and portal.

Thank you