SUNWAY
INT'L BUSINESS SCHOOL

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Course Name: __________**Introduction to Ecommerce**______________________________________

Internal Examination

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1. **What are the categories of e-commerce? How each model is different with other model? Explain all with some e-commerce example.**

Answer: The Categories of e-commerce are given below:
The primary e-commerce models broadly cover two main categories:

a. business to consumer (B2C) - selling products/services directly to consumers
b. business to business (B2B) - selling goods/services to other businesses

Other models cover different types of business relationships, including:

c. consumer to consumer (C2C) - where consumers pay commission to buy and sell items
d. consumer to business (C2B) - where a sole proprietor may be serving a larger business
e. business to government (B2G) - for businesses whose sole clients are government
f. government to business (G2B) - for government sales to private businesses
g. government to citizen (G2C) - for government sales to the general public

B2C –Business to consumer
A B2C model focuses on selling goods and products directly to individual customers. It typically requires one of two things:

- a website with an online shop front
- using an online marketplace

Consumers can browse your products online, decide to make a purchase and proceed to an electronic checkout where some form of payment processing will take place. This will typically be via a merchant account set up through an acquiring bank, which is capable of processing credit and debit cards, or a payment processing provider.
See more on accepting online payments.

B2B –Business to Business
A B2B model operates by providing products from one business to another, through either online auctions or e-marketplaces.

Online auctions are computerised versions of traditional auctions where buyers set the prices and bid against each other. For example, an online auction might specialise in services for buyers and sellers of chemical feedstocks, chemicals, plastics, and related products. There are two main types of online auctions:

- forward auctions - lots are sold to the highest bidder
- reverse auctions - suppliers compete on price and the lowest bid wins the business

E-marketplaces specifically for B2B usually offer discounts for large quantities of goods. These are websites where buyers and sellers trade goods and services online. Online marketplaces vary according to the size and number of companies using them and the type of commodity traded. For more information, see e-marketplaces, online auctions and exchanges.

C2C -Consumer-to-Consumer

While B2B and B2C business models are conventional and straightforward, the consumer to consumer, or C2C, model is less prevalent. Also referred to as citizen to citizen, the C2C business model involves transactions between two consumers. The consumers are the buyers and sellers.

They use a third-party online marketplace that facilitates the trade.

One of the main advantages of the C2C model is that it does not require any intermediaries such as wholesalers, distributors or retailers. It only needs a platform, which allows for low transaction costs between the consumers.

A couple of popular examples are websites such as eBay and Craigslist.

C2B-Consumer-to-Business

The consumer to business, or C2B, e-commerce model is not as common as the other types, but it is becoming more prevalent. With the C2B model, consumers create all the demand and bring value to products that businesses sell.

For example, a blogger may choose to sell advertisement space on a website to a retail company.

This C2B e-business model is common among freelancers – whether writers, designers, marketers or any other such position. They offer their services to companies who essentially purchase them when they agree to the freelancer's terms.

With the rise of platforms such as Instagram, the C2B e-business has grown to include influencers, who use their large followings to market a company's products and act as a part of the sales pipeline.

2. **Intellectual property is the ownership of ideas and control over the tangible or virtual representation of those ideas. How can you differentiate one with other with suitable example?**

Answer: Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.
IP is protected in law by, for example, patents, copyright and trademarks, which enable people to earn recognition or financial benefit from what they invent or create. By striking the right balance between the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish.

Companies are diligent when it comes to identifying and protecting intellectual property because it holds such high value in today's increasingly knowledge-based economy. Extracting value from intellectual property and preventing others from deriving value from it is an important responsibility for any company. Intellectual property can take many forms. Although it's an intangible asset, intellectual property can be far more valuable than a company's physical assets. Intellectual property can represent a competitive advantage and as a result, is fiercely guarded and protected by the companies that own the property.
The products of the human intellect that comprise the subject matter of intellectual property are typically characterized as non-rivalrous public goods. Essentially, this means that the same product may be used simultaneously by more than one person without diminishing the availability of that product for use by others.
The law of intellectual property can be seen as analogous to the law of tangible property in that both consist of a bundle of rights conferred upon the property owner. However, the law of intellectual property is separate and distinct from the law of tangible property. Where the right of exclusive possession is at the core of the bundle of rights protecting real and personal property, land and chattels, the same can not be said of intellectual property. The law of intellectual property is commonly understood as providing an incentive to authors and inventors to produce works for the benefit of the public by regulating the public's use of such works in order to ensure that authors and inventors are compensated for their efforts.

Types of Intellectual Property

Intellectual property can consist of many types of intangibles, and some of the most common are listed below.

- **Patents**

A patent is a property right for an investor that's typically granted by a government agency such as the U.S. Patent and Trademark Office. 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. Technology and software companies often have patents for their designs. For example, the patent for the personal computer was filed in 1980 by Steve Jobs and three other colleagues at Apple Inc.

Copyrights

Copyright provides authors and creators of original material the exclusive right to use, copy, or duplicate their material. Authors of books have their works copyrighted as do musical artists. A copyright also states that the original creators can grant anyone authorization through a licensing agreement to use the work.

- **Trademarks**

A trademark is a symbol, phrase, or insignia that is recognizable and represents a product that legally separates it from other products. 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. For example, the logo and brand name of "Coca Cola," is owned by the Coca-Cola Company (KO).

- **Franchises**

A franchise is a license that a company, individual, or party–called the franchisee–purchases allowing them to use a company's–the franchisor–name, trademark, proprietary knowledge, and processes. The franchisee is typically a small business owner or entrepreneur who operates the store or franchise. The license allows the franchisee to sell a product or provide a service under the company's name. In return, the franchisor is paid a start-up fee and ongoing licensing fees by the franchisee. Examples of companies that use the franchise business model include United Parcel Service (NYSE: UPS) and McDonald's Corporation (NYSE: MCD).

- **Trade Secrets**

A trade secret is a company's process or practice that is not public information, which provides an economic benefit or advantage to the company or holder of the trade secret. Trade secrets must be actively protected by the company and are typically the result of a company's research and development. Examples of trade secrets could be a design, pattern, recipe, formula, or proprietary process. Trade secrets are used to create a business model that differentiates the company's offerings to its customers by providing a competitive advantage.

Real World Example of Intellectual Property
In 2017, there was a widely publicized intellectual property case in which a company called Waymo sued Uber over alleged stealing and implementation of technology relating to Waymo's self-driving car program. The plans for the technology, although not yet completely viable, constituted significant intellectual property for Waymo. When they alleged that Uber had obtained their intellectual property, they were able to take action through the court system to attempt to keep Uber from utilizing the information to enhance their own self-driving car program.

3. **Now a days www.metrotarkari.com is replacing the traditional vegetable shops from our surrounding. If you are agreed on this scenario kindly justify on the basis of e-commerce concept.**

Answer: Now a days www.metrotarkari.com is replacing the traditional vegetable shops from our surrounding. Yes I agree on this scenario because MetroTarkari 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, MetroTarkari's main battle seems to be getting people used to and comfortable with the idea of buying their groceries online. Merotarkari provides a lot of products(vegetable/fruits) 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. Metrotarkari provides a lot of discounts and at lower rates whereas in Traditional commerce there will be no or fewer discounts and no other options except to approach different seller which takes time. Metrotarkari 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.

www.merotarkati.com is e commerce while vegetable shop around our surrounding is traditional commerce. 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.
MetroTarkari is completely an in digital and online mode where the communication is through electronic form completely whereas Traditional Commerce is completely offline and through in person or face to face.
MetroTarkari 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 MetroTarkari save your travel time and cost. A physical shop, the customer has to visit the outlet to purchase the item whereas for an MetroTrakari he can just do it with few clicks sitting on the couch. MetroTarakri enables deal, bargain, coupons and group buying discount,