

ITC2203 Information Technology in Business

Assignment:

1. Compare and contrast B2B (Business-to-Business) and B2C (Business-to-Consumer) eCommerce models. Discuss the unique challenges and opportunities each model presents.
2. Explore the challenges and opportunities of mobile eCommerce (mCommerce). How has the rise of mobile devices influenced consumer behavior and online shopping trends?

Note:

- a) Deadline for Submission: 16th August, 2023 immediately after lectures.
- b) Completing all assignments is crucial as it contributes 20% of your overall course assessments.
- c) Originality is essential—copied assignments will result in automatic disqualification and a zero score.