# ITC2203 Information Technology in Business

## Assignment:

1. Explain the concept of electronic commerce and its various forms. Provide examples for each form.

2. Evaluate the role of social media in e-commerce. How can businesses leverage platforms like Facebook, Twitter, WhatsApp, Instagram, or TikTok to enhance their online presence and drive sales?

3. Analyze the role of customer service in e-commerce. How can businesses provide effective support and address customer concerns in an online environment?

## Note:

a) Deadline for Submission: 9th 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.