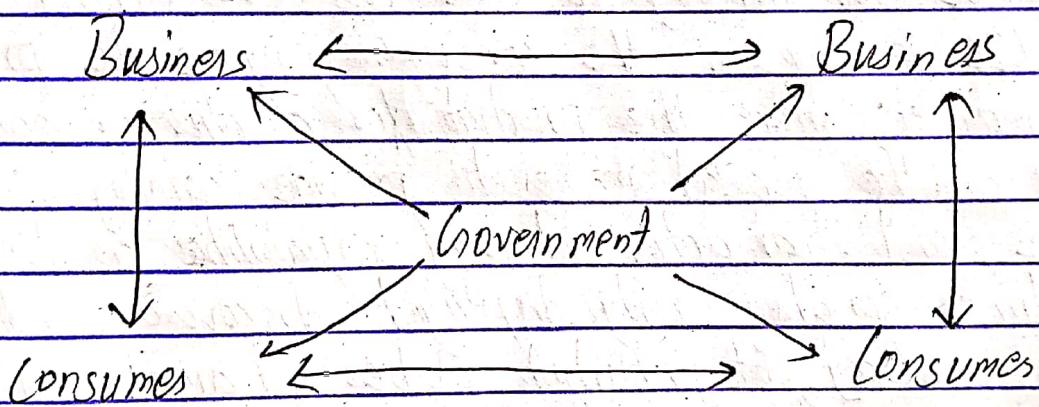


Assignment 1:-

#1 Explain the various categories of e-commerce. Define the role of e-commerce in business, service, learning and community.

→ The various categories of e-commerce are explained below:-



i) Business to Customer (B2C)

- online sale of a products or services from a business to an end - customer.
- B2C is online businesses attempt to reach individual customers
- includes purchase of retail goods, travel and other types of services and online content.
- Eg :- Amazon, Daraz etc.

ii) Business - to - Business (B2B)

- sale of goods or services between businesses electronically
- improve the efficiency and effectiveness of a company's sales effort.
- There are 2 primary business models used within the B2B arena
 - i. Net marketplaces (e-distributors, e-procurement companies,

exchanges and industry consortia) and private industrial networks.

iii) Business to Government (B2G)

- businesses selling to local, state and federal agencies
- Eg. igov.com

iv) Customer to Customer (C2C)

- customers sell directly to other customers electronically
- In C2C e-commerce, the consumer prepares the product for market, places the product for auction or sale, and relies on the market maker to provide catalog, search engine, and transaction-clearing capabilities so that products can be easily displayed, discovered, and paid for.
- Eg:- eBay, Etsy, Airbnb, Uber, hamrobazar.

v) Customer to Business (C2B)

- customers offer products or services to businesses.
- Eg:- priceline.com

The role of e-commerce in :-

i) Business

- Reduced Business Costs
- More Efficient Marketing
- Centralized Data
- Improved Inventory Control
- Superior Customer Experience
- Higher Revenue

ii) Service

- Web-enabling services

- Banking
- Stock trading
- Education

- Matchmaking services

- Jobs & employment sites
 - Travel
 - Insurance
- loans including mortgage loans
 - Real estate sales
 - Brokers

- Information - selling on the web

- consultancy advice
- specialized financial or other information

- Entertainment services

- Movies
- Music
- Electronic games

- Specialized services such as auctions.

iii) Learning

- With e-commerce, students can pay the course fee online, select any course, complete the course at their own speed and time.

- It's providing flexibility and freedom for learners.

iv) Community

- Enables more flexible working practices

- Connects people

- Facilitates delivery of public services.

2. Compare between traditional and electronic commerce. What are the disadvantages of e-commerce? Explain.

→ Comparison of traditional & electronic commerce is

Basis of Comparison	Traditional commerce	E-commerce
Meaning	It is a branch of business which focuses on the exchange of products and services, and includes includes all those activities which encourages exchange, in some way or the other.	It means carrying out commercial transactions or exchange of information, electronically on the internet.
Process of Transactions	Manual	Automatic
Accessibility	Limited Time	24 x 7 x 365
Physical inspection	Goods can be inspected physically before purchase	Goods cannot be inspected physically before purchase
Customer interaction	Face to face	Screen to face
Scope of business	Limited to particular area	Worldwide reach

Information exchange	No uniform platform for exchange of information	Provides a uniform platform for information exchange
Resources focus	Supply side	Demand side
Business Relationship	Linear	End to end
Marketing	One-way marketing	One to one marketing
Payment	Cash, cheque, credit card etc	Credit card, fund transfer etc.
Delivery of goods	Instantly	Takes time

The disadvantages of e-commerce are

- i) To organizations
 - Lack of sufficient system security, reliability, standards and communication protocols.
 - Rapidly evolving and changing technology
 - Pressure to innovate and develop business models.
 - Facing increased competition, leads price wars and subsequent unsustainable losses for the organization.
 - Problems with compatibility of older and 'newer' technology

ii) To consumers

- A basic technical knowledge is required
- Cost of access of the Internet
- Loss of computing equipment
- Lack of security and privacy of personal data.
- A lack of trust
- Customers are unable to touch and feel goods being sold

iii) To society

- Breakdown in human interaction
- Breakdown in Social division
- Reliance on telecommunications infrastructure, power and IT skills
- Wasted resources
- Difficulty in policing the Internet

#3 Define EDI and its components. Also mention the tangible benefits of EDI.

- Electronic Data Interchange (EDI) is the electronic interchange of business information using a standardize format ; a process which allows one company to send information to another company electronically rather than with paper.

In short, EDI communicates information for business transactions between the computer systems of companies, government organizations, small business, and banks.

Its component are

- i) The semantic (or application) layers
 - describes the business application that is driving EDI
 - specific to a company and the software it uses
 - the user interface is customized to local environments
- ii) The standard translation layers
 - The information seen at the EDI semantic layer must be translated from a company-specific form to a more generic or universal form so that it can be sent to various trading partners; who could be using a variety of software applications at their end.
- iii) The packing (or transport) layers
 - When the trading partner sends a document, the EDI translation software converts the proprietary format into a standard mutually agreed on by the processing systems.

- iv) The physical network infrastructure layers
- Dial up lines, Internet, T-way

The tangible benefits of EDI are

- EDI can be a cost - and time - saving systems
- Reduces costly errors to near zero.
- EDI transactions produce acknowledgments of receipt of data.
- Reduced paper-based systems
 - It can reduce postage bills because of the amount of paper that no longer need to be sent.
- Improved problem resolution and customer service
 - It can improve customer service by enabling the quick transfer of business documents and a marked decrease in errors and.
- Expanded customer / supplier base
 - Today, when evaluating a new product to carry or a new supplier to use, the ~~ability~~ ability to implement EDI is a big plus in their eyes.

#4 Compare and contrast pure Vs Partial e-commerce. Support your answers with proper examples.

- Depending upon the digitization of products (services), i.e., process, and delivery agent, there are two types of E-commerce i.e

i) Pure E-commerce

- If all product, processes and delivery agent dimensions are digital, then e-commerce is called pure e-commerce.

ii) Partial E-commerce

- Partial otherwise

Product → ↓ ← Partial e-commerce

Digital Product

Physical Product

Traditional commerce

Pure Electronic commerce

↑ Process

Digital Processes

Physical Processes

→ Delivery Method

Physical agent

Digital Agent

- The above figure explains the possible configurations of the three dimensions i.e. product, process & delivery.
- The three dimensions can be either physical or digital.
- These alternatives create eight cubes.

- In traditional commerce, all three dimensions are physical (lower-left cube)
- In Pure EC, all dimensions are digital (upper-right cube).
- All other cubes include a mix of digital and physical dimensions so they are partial e-commerce.
- For an example:-
 - Buying a book from Amazon.com is partial EC because the physical book is delivered by FedEx.
 - However, buying an e-book from Amazon.com or a software product from bug.com is pure EC, because the product delivery, payment, and agent are all digital.

#5 Write short notes on :

i) B2C E-commerce

- Business to customer (B2C) e-commerce is a online sale of a products or service from a business to an end -customer. It is online businesses attempt to reach individual customers. Simply, B2C includes purchase of retail goods, travel and other types of services and online content. For an example, Amazon, Dunzo etc.

ii) M commerce

- Mobile Commerce is the buying and selling of goods and service through wireless handheld devices such as smartphones and tablets. As a form of e-commerce, m-commerce enables users to access online shopping platforms without needing to use a desktop computers.

Eg:- . In-app purchasing

. Mobile banking

. Virtual marketplace apps (Amazon, Apple Pay, Android Pay, Samsung Pay).