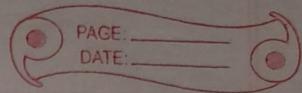


Assignment - OL



Name - Aman Kumar Singh (E.O)
EN - 200510101159

Batch - C

Subject - E-commerce

Q.1) What is E-commerce? Write advantages and disadvantages.

Ans E-commerce is also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions.

⇒ Advantages of E-commerce —

- * Faster buying process
- * Store and product listing creation
- * Cost Reduction
- * Product and Price Comparison
- * Flexibility of Customers.

⇒ Disadvantages of E-commerce —

- * Customers can't try products before they buy.
- * No one can buy during a site crash.
- * E-commerce is highly competitive
- * Shipping time can be lengthy

Q.2.) Explain goals of E-commerce.

Ans. Some goals of E-commerce are —

* High reachability — The main objective and at the same time need is traction on your web store. If you are getting good reachability then your business will definitely grow. Therefore one of the objective is high reachability.

* High conversions —

People are coming on your web store and purchasing something then it will calculate as conversions and from the number of people who are buying stuff from your web store.

* Customer Satisfaction —

It is important to make your customer happy and satisfied, by providing quality and desirable products, on time delivery, good customer support,

* Social Popularity —

Unless and until you are not famous and popular among people you cannot establish your brand, so social presence with

Digital Marketing is essential for any E-commerce business.

Q.3.) Explain EDI with advantages and disadvantages.

Ans EDI (Electronic Data Interchange) is an electronic way of transferring business documents in an organization internally, between its various departments or externally with suppliers, customers.

⇒ Advantages of EDI

- * Reduction in data entry errors.
- * Shorter processing life cycle.
- * Electronic form of data.
- * Reduction in Paper Work.
- * Cost Effective
- * Standard means of communication.

⇒ Disadvantages of EDI

- * Expense
- * Network Complexity

Q.4.) Technical Components of E-commerce.

Ans Technical Components of E-commerce are -

* Branding

(Q.5.) How you brand your company will be the first thing people notice on your e-commerce site, so make sure your brand reflects your company's value and priorities.

⇒ Make your E-commerce engaging

* Ensure that your website not only runs smoothly and is up to date but also makes the act of buying something easier for the customer

⇒ Come up with a marketing plan.

* Company's should be establish a social media presence. Platforms like facebook, Instagram and Twitter each have millions of users just watching to learn about your brand.

Q.5) Explain E-commerce business model.

Ans E-commerce business model can be categorized following -

* Business - to - Business (B2B)

* Business - to - Customer (B2C)

* Customer - to - Customer (C2C)

* Customer - to - Business (C2B)

* Business - to - Government (B2G)

* Government - to - Business (G2B)

* Government - to - Citizens (G2C)

- Customer
- * Business to Business (B2B)
When Company markets its products or services directly to end user, it is known as B2B ecommerce.
 - * Business to Business (B2B)
When a company markets its products or services to another company, then it is said to be B2B ecommerce.
 - * Customer to Business (C2B) or supply
When customer initially markets their products to any company, then it said to be C2B model.
 - * Customer to Customer (C2C)
When a customer markets its products or services to another customer, then it is said C2C model.
 - * Business to Government (B2G)
When a Company markets its products or services to Government, then it is said B2G business model.

* Government to Business (G2B)

When government deal with any company about its product, then it is said to be G2B business model

* Government to Citizens (G2C)

When government release any of his schemes to citizens then this ~~business model~~ is said to a G2C business model.

(Q3) Explain the concept of ~~Johank~~ Johank Yeatman

~~Johank Yeatman~~ is a former US citizen who was born in 1968 in the United States.

(Q4) Explain what is meant by a member state's national program?

A member state's national program is a collection of laws, regulations and policies that are designed to serve the needs of the people of that country.

• Home affairs