



BACHELOR OF COMPUTER APPLICATIONS

SEMESTER 5

DCA3143

E-COMMERCE

Unit 1

Introduction to Electronic Commerce

Table of Contents

SL No	Topic	Fig No / Table / Graph	SAQ / Activity	Page No
1	Introduction	-	-	3
1.1	Learning Objectives	-	-	
2	Electronic Commerce: Concept	1, 2	1, I	4-10
2.1	Domains of e-commerce	-	-	
2.2	e-commerce Framework	3	-	
2.3	Anatomy of e-commerce Applications	-	-	
3	Media Convergence in e-commerce	-	2	11-12
4	Enablers of Electronic Commerce: The Internet and World Wide Web	-	3	12-16
5	Making Successful e-commerce Strategies	-	4, II	17
6	Concept Map	4	-	18
7	Summary	-	-	18
8	Glossary	-	-	19
9	Terminal Questions	-	-	19
10	Case Study	-	-	20
11	Answers	-	-	21-22
12	Suggested E-References and E-Books	-	-	23

1. INTRODUCTION

In today's e-century, the information and communications technologies (ICTs) and the internet are central to productivity and economic growth. Electronic media has proven its capability in various fields, including business. It has changed the way people live. The advent of the Internet has provided individuals the easiest routine life. Information can now be stored, accessed, and shared easily. In accordance with the change that the Internet has brought in lifestyle, electronic commerce has evolved as a popular means of performing business transactions.

e-commerce is a convenient method of performing business because online transactions can take place at any time and location. Consumers have to simply visit the specific website of an organization or service provider, view the online catalogue, and select the product as per their requirements and make payment through their preferred mode in a secure environment.

This unit starts with a discussion of the concept of e-commerce. Further, the unit explains the benefits of e-commerce. Next, the unit makes you familiarize with the enablers of e-commerce, i.e., the Internet and the world wide web. Finally, it discusses how you can make successful e-commerce strategies.

1.1 Learning Objectives

By the end of this unit, you will be able to:

- ❖ *Explain the concept of e-commerce*
- ❖ *Enumerate benefits of e-commerce*
- ❖ *Explain enablers of e-commerce*
- ❖ *Discuss how to make successful e-commerce strategies*

2. E-COMMERCE: CONCEPT

The present age is dominated by variety of electronic gadgets. With the advent of mobiles and the Internet, people can easily communicate and even perform a variety of business activities. The use of electronic means and technologies for conducting business is called e-commerce.

According to Whinston, Choi and Stahl, 1997, e-commerce refers to “the use of electronics and technologies to conduct commerce (sale, purchase, transfer, or exchange of products, services, and/or information), including within business, business-to-business, and business-to-consumer interactions. Delivery of product or service may occur over or outside of the Internet”.

Fig. 1 depicts the meaning of e-commerce:

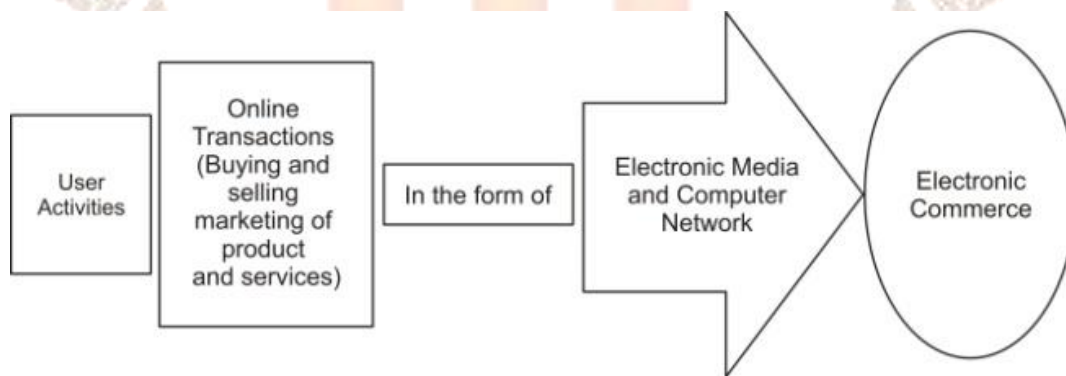


Fig. 1: Meaning of e-commerce

As shown in Fig. 1, e-commerce is referred to as a term used to denote online business transactions and activities, such as purchasing and selling of products and services, using various types of electronic media such as the Internet or any other computer-mediated network. These transactions often result in the transfer of funds, the rights to use a product or availing a service.

E-commerce is not limited only to Internet shopping or Internet business. In e-commerce, you can conduct exchange business information through:

- Electronic Mail (e-mail)
- Electronic Data Exchange (EDI)

- Electronic Fund Transfer (EFT)
- Electronic Bulletin Boards
- Other network-based technologies

Let us look at some of the examples of e-commerce:

- A person reserving a hotel room on the Internet.
- A person buying a laptop on the Internet.
- A business buying office supplies either through an electronic auction or over the Internet.
- A retailer ordering merchandise using a supplier's extranet or an EDI network.
- Acceptance of credit cards for online commercial sales.
- A manufacturing plant of a company ordering electronic components from the same company's another plant using its intranet.
- Driving distribution and manufacturing on an extranet through a value chain with partners.

Fig. 2 shows the distinguishing features of e-commerce:



Fig. 2: Features of e-commerce

Let us briefly discuss the features of e-commerce, as shown in Fig. 2.

- **Virtual Existence:** It is always easy for merchants to set up virtual store for selling goods and services than developing a bricks and mortar store. Through e-commerce, one can develop websites and use social media, e-mails, etc. to conduct business activities. Any type of product or service can be put on sale through e-commerce.

- **Availability:** An online store can be accessed at any time of the day by simply logging into the Internet, whereas a brick and mortar store situated at a particular location for specific timings. Thus, there is 24 hours availability of an online store for people.
- **Time-Saving Approach:** The business activities conducted through e-commerce consumes less time due to the removal of physical distance. No one has to travel to actually visit a store. By simple logging into the internet and opening the business's website, consumers can access online stores and perform different trade and transaction activities.
- **Economical Process:** By establishing online stores, sellers can save lot of money which would otherwise be consumed for setting up physical stores. Moreover, products can be sold easily at reduced costs; thereby gaining higher profits.
- **Comfort for Buyers:** In e-commerce, the process of buying a product is simple and convenient. In addition, business buyers can look for suppliers and bidding activities in a comfortable environment than in a physical setup.
- **Comfort for Suppliers/Sellers:** Sellers can advertise and promote their products in an e-marketplace at a lesser expense because of lesser consumption of time, cost and money.

STUDY NOTE

Amazon is the biggest e-commerce store of the world;

The biggest e-commerce companies in India include Amazon India, followed by Flipkart, IndiaMart, Myntra and Aliexpress respectively.

2.1 Domains of e-commerce

e-commerce has gradually evolved as a medium of marketing and sales for business organizations. The major domains of which e-commerce can be applied are as follows:

- e-government
- e-banking
- e-tailing

e-government

e-government refers to the application of e-commerce and the administrative transactions carried out by the government, resulting in the automation of manual procedures used to gather information, manage records, decide strategies and deliver information and services

to the common public. In other words, the aim of e-government is to interact with citizens, business organizations and government employees and to make government agencies more transparent, effective and friendly.

e-government is based on the government-to-consumer (G2C), government-to-business (G2B), government-to-government (G2G) and government-to-employees (G2E) models of e-commerce. The various websites providing facilities for online licensing, permitting, tax and fee payment and online auctions by the government are some examples of e-government in action. The future implementation of e-commerce in government sectors will remove the need for standing in queues or making phone calls for the approval of permits and issuance of licenses.

e-banking

e-banking can be defined as electronic banking or Internet banking, where customers can conduct their banking functions virtually by simply connecting to the website of the respective bank. In e-banking, the bank maintains a web-enabled centralized database that holds all the customer records. Customers can access all the facilities provided by the bank on the website by selecting the appropriate menu items. The establishment of e-banking has also resulted in the conversion of the traditional branch model of a bank into a new delivery system, using Automated Teller Machine (ATM) network.

e-tailing

e-tailing, also known as electronic retailing, refers to the practice of selling products over the Internet and is based on the B2C model of e-commerce. The concept of e-tailing started gaining momentum when some corporations and entrepreneurs gained massive profits through e-tailing in the year 1997. For example, Dell Computers received a multi-million deal on its website, using e-tailing. Other companies that are successful pioneers in the field of e-tailing include Amazon.com and Barnes and Noble. With the passage of time, e-tailing has gained a lot of popularity among common people. E-tailing is mainly classified into the following categories:

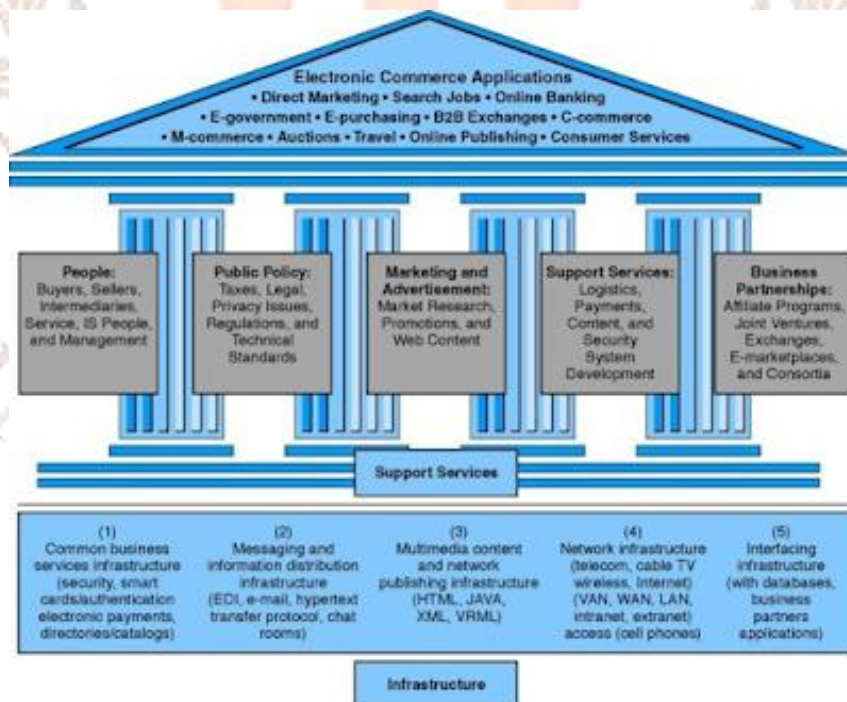
- **Click:** Refers to the online trading of products. In this category, organizations do not own a physical store from where the customers can shop. In other words, sale and

marketing of products are conducted entirely over the Internet. The websites that support click e-tailing are Dell, Amazon.com and Ebay.com, among others.

- **Click and Brick:** Refers to the type of e-tailing that facilitates both online and offline trading. In this category, organizations provide online retailing facilities while maintaining a chain of stores from where customers can shop and order products. The most common example of a click and brick type of e-tailing is the Barnes and Noble's e-tailing site.

2.2 E-commerce Framework

The framework of e-commerce aims to define and develop various tools to integrate the information retrieved from variety of sources and facilitate the creation of e-commerce applications. According to Choi, Stahl, & Whinston, (1997), e-commerce framework requires different infrastructures, namely individual infrastructure, supporting e-commerce services, e-commerce applications. The general e-commerce framework is shown in the Fig. 3:



Source: <http://learn-informationsystem.blogspot.com/2016/10/e-commerce-framework.html>

Fig. 3 : e-commerce framework

The backbone of e-commerce framework is its infrastructure and is run by ICT technologies. It is the framework infrastructure which gets converted into information distribution infrastructure, business services, multimedia content and network, network infrastructure, and interfacing infrastructure. The supporting infrastructure provides support to the e-commerce framework and include people, public policy or government regulations on e-commerce based business, marketing and advertisement on the Internet, support services and business partnership. The third layer of the e-commerce framework includes e-commerce applications. These applications are based different types of business models of e-commerce service providers. For instance, a company providing online job opportunities would be different from the business model of a financial institution.

2.3 Anatomy of e-commerce Applications

The main applications of e-commerce include the following

- **Multimedia Content for E-commerce Applications:** Multimedia content include digital data in different formats, such as video, audio, graphics, animations, and many more. It is regarded as the primary fuel for all e-commerce applications. the hardware capabilities of a customer decide his/her accessibility of the type of multimedia content,
- **Multimedia Storage Servers & E-commerce Applications:** Multimedia servers are used to store and produce volumes of digital content for the customers. They act as warehouses possessing the capabilities of handling a variety of data. The main components are:
 - i. **Client-Server Architecture in Electronic Commerce** – e-commerce applications employ client server models, wherein clients comprise devices and software that request for specific information. Through the client-server architecture, clients can interact with server through the mechanism of message passing.
 - ii. **Internal Processes of Multimedia Servers** – These are inclusive of storage, retrieval and management of multimedia data objects. Multimedia servers transform the raw data into useful information through the combination of hardware and software. They handle large number of users simultaneously and deliver relevant information in the form of text, images, video and audio.
 - iii. **Video Servers & e-commerce** – These include electronic applications concerned with telecommunicating and video conferencing, Corporate multimedia servers,

Postproduction studios, Geographical information systems with storage & navigation through maps, and shopping kiosks. Video-on-demand are included in consumer applications.

- **Information Delivery/Transport & e-commerce Applications:** They include telecommunications, cable, & wireless industries. The major transport providers include telecommunication companies, Cable television companies, Wireless communications, and Computer-based on-line servers. Information delivery methods telephone lines (long-distance and local), Cable TV coaxial, fibre optic and satellite lines, Internet, commercial on-line service providers, and cellular and radio networks and paging systems.
- **Consumer Access Devices:** Information consumers include telephonic devices, consumer electronics, computers (with both audio and video capabilities), and Personal digital assistants (PDAs). Consumer access devices include videophones, personal computing, TV games, Pen-based and voice-based gaming.

Activity 1

Make a list of enterprises that use all the three types of logistics, i.e., inbound logistics, outbound logistics, and reverse logistics.

SELF-ASSESSMENT QUESTIONS – 1

1. The online business transactions and activities using a form of electronic media is called _____.
2. The full form of EDI is – _____
3. e-commerce is only limited to the shopping from the Internet. (**True/ False**)
4. Sellers can advertise and promote their products in an e-marketplace. (**True/ False**)
5. _____ refers to the application of e-commerce and the administrative transactions carried out by the government.
6. The backbone of e-commerce framework is its infrastructure. (**True/False**)

3. MEDIA CONVERGENCE IN E-COMMERCE

By media convergence, we mean synthesis of various types of mass media including consumer electronics, print media, traditional media, Internet, and all types of interactive technologies via digital media platforms. It mainly applies to the transformation of various types of data into digital content. In e-commerce, the phenomenon of convergence is driven by the following types of convergences:

- **Convergence of content** – It involves the conversion of various types of content including books, videos, music, movies, etc. After conversion, it is easy to process, filter, and translate, compress, encrypt, and carry on other operations in accordance with the present day information systems.
- **Convergence of transmission** – It involves compression and storage of digitized information which can be transmitted through phones and cables.
- **Convergence of information access devices** – It comprises the devices which can function as both computers and televisions. An example of such device is a telephone with internal fax machine, video monitor, and modem which can receive fax, video and e-mails.

The convergence of media is driven by some market conditions. These include:

- Availability of low-cost and high-performance oriented technological components, including communication systems, semiconductors, operating systems, and so on.
- Presence of businessmen who anticipate the end-user demand for latest applications in case of both products and services developed on low-cost and high-performance oriented technological components.
- Regulatory actions in markets giving rise to competition in markets.

SELF-ASSESSMENT QUESTIONS - 2

7. _____ refers to synthesis of various types of mass media including consumer electronics, print media, traditional media, Internet, and all types of interactive technologies via digital media platforms.
8. After conversion, it is difficult to process, filter, and translate, compress, encrypt, and carry on other operations in accordance with the present day information systems. **(True/False)**
9. Convergence of information involves compression and storage of digitized information which can be transmitted through phones and cables. **(True/False)**
10. In e-commerce, the phenomenon of convergence is driven by technological advances. **(True/False)**

4. ENABLERS OF ELECTRONIC COMMERCE: THE INTERNET AND WORLD WIDE WEB

The Internet is basically an interconnected computer network comprising of multiple computers. It is used to transmit information through Transmission Communication Protocol and Internet Protocol (TCP/IP). The main idea behind the introduction of the Internet was to facilitate the sharing of information between individuals across the globe. Let's find out how Internet has evolved over the years.

J.C.R. Licklider first proposed the development of a global network of computers in 1962. In late 1962, he shifted to Defence Advanced Research Projects Agency (DARPA) and continued working on developing a network of computers. In the meantime, the theory of packet switching was developed by Leonard Kleinrock. This technology was later used for Internet connections. Later in 1969, the scientists in DARPA, successfully networked two computers based on packet switching, which came to be known as ARPANET.

At the beginning, ARPANET was developed to facilitate communication within the US military services, however, by the end of 1971, nearly 15 websites of various organizations were brought into ARPANET. Initially, ARPANET implemented host-to-host connectivity and was traversed on the Network Control Programme (NCP). The NCP, developed by the Internet Engineering Task Force (IETF), provided the middle layers of the protocol stack that runs on the host computers of ARPANET.

For a rapid growth of the network and the desire to connect more and more locations, the TCP protocol was developed in 1973, and the first description of TCP protocols was released in 1974. The Internet was not publicly used until 1991. It was the efforts of Tim Berners-Lee, who invented the Web in 1989, that introduced the Internet in 1991. With the passage of time, popularity of the Internet grew, and as a result, the Internet started accommodating almost all private networks.

In the present era of cutthroat competition, business organizations use internet to communicate with several parties, such as customers, employees, shareholders, suppliers and other parties to find out new ideas and offer significant information.

The Internet is an economical mode of facilitating exchange of information and is available in all the regions of the world. Conventional modes of communication, like telephone and television, have also been redefined and reshaped through Internet. For example, the Internet has facilitated users to interact with individuals across the world with the help of instant messaging, chatting, forums, blogs and social networking.

The Internet is being used in almost all domains of business. The use of the Internet is the highest for the purpose of information sharing in business. This information may be related to the market, customers, technology, competitors, suppliers or any other element of the business environment. The percentage of selling and purchasing goods and services online has increased to a significant level in the last two decades. Thus, we can conclude that the Internet forms a major part of e-commerce activities.

The Internet provides information and resources that can be accessed by users with the help of websites. A website is the address of a resource that is available on the Web server and can be accessed through Web browsers. These websites contain various Web pages that contain textual or graphical content. Such Web pages can be designed with the help of various markup languages, such as HyperText Markup Language (HTML) and eXtensible HyperText Markup Language (XHTML). HTML is the widely used markup language that provides simple tags to design a Web page.

The World Wide Web (WWW) is a computer network that contains a collection of hypertext documents, which can be accessed through the Internet. These documents are known as Web

pages and are comprised of text, videos, images or other multimedia. The WWW was publicly released in August 1991.

The following points explain the major terms related to the WWW:

- **Web Page:** It is a hypertext document which is created using HTML OR XHTML. It is accessed on the WWW by using a Web browser. It also contains hyperlinks to enable easy navigation to different pages to customers. These pages are retrieved from remote Web server by Hyper Text Transfer Protocol (HTTP).
- **Web Browser:** It is a software application that retrieves, traverses or represents information resources on the WWW. The information resources comprise audio, video or any textual information. Such resources are identified over the Internet through Uniform Resource Locator (URL). A Web browser is mainly created to access WWW. However, it is also useful in accessing resources on the local intranet or files in a file system.

A Web browser helps in gathering and finding information resources. The process of finding information resources starts when a user types the URL in a Web browser. For example, consider the URL <http://Google.com/> that is navigated by a user in the Web browser. In this URL, the prefix, 'http', identifies the protocol that is used by the Web browser to communicate with the Web server.

Some examples of other prefixes are https, which works on HTTP with Secure Socket Layer (HTTPS), and ftp, which works on File Transfer Protocol (FTP) for transferring files.

In a URL, the name of the protocol is followed by a colon and two slashes (://), and the next part of the URL is the name of the server that stores the file that you need to display in the Web browser. In our example, the name of the server is 'Google'.

- **Web Server:** It is a computer program that responds to a Web page, on client's request on the WWW through HTTP. In simple words, the Web server can be called a virtual machine that executes programs, translates the URL path components into either a local file system or a program's name. In 1990, the first web server CERN was developed by Tim Berners-Lee. It was executed on the NeXTSTEP computer (a multitasking operating system, developed by NeXT Computer). In 1994, Tim Berners-

Lee developed the World Wide Web Consortium (W3C) to control the developments of technologies regarding the WWW.

- **Website:** It is a collection of Web pages which includes images, videos and audios. It may comprise a domain name or an IP address on a protocol-based network. A website is often hosted by at least single Web server, which can be accessed through the Internet or a private local area network. A website can be classified into static or dynamic. In a static website, the content does not change frequently, whereas the content of a dynamic website is changed and updated on frequent intervals.

An example of a static website could be the website of a publishing house, where information or data is updated after a fixed interval of time, for example, 30 or 60 days. On the other hand, the website of a news channel can be called dynamic, because the content, which is the news feed in this case, needs to be frequently updated at short intervals of time.

There are several websites, such as <http://yahoo.com/>, <http://gmail.com>, <http://rediffmail.com/> and <http://indiatimes.com/>, which are available without any subscription. On the other hand, some websites require subscription, for example, business, news, academic, gaming and stock-market-related websites.

STUDY NOTE

Different e-business models based on the relationship of transactions:

- **Business to Business (B2B):** It includes electronic market transactions and inter-organizational transactions among businesses or organizations. Example: www.ICICIDirect.com
- **Business to Consumer (B2C):** It includes retailing transactions. Example: www.amazon.com
- **Consumer to Consumer (C2C):** It includes transactions where one consumer directly sells to another individual or consumer. Example: www.ebay.com
- **Consumer to Business (C2B):** It includes transactions where individuals sell services and products to organizations. Example: www.direct-marketing.net
- **Business to Government (B2G):** It includes transactions where business sells to a central, state or a local government. Example: www.Igov.com

SELF-ASSESSMENT QUESTIONS – 3

11. The Internet is a costly mode of sharing information. (**True/ False**)
12. Web server is a hypertext document that can be accessed on the WWW by using a Web browser. (**True/ False**)
13. Full form of TCP is - _____
14. A _____ is the address of a resource that is available on the Web server and can be accessed through Web browsers.
15. Which of the following is a computer network that contains a collection of hypertext documents, which can be accessed through the Internet?
 - a) Internet
 - b) World Wide Web
 - c) Web page
 - d) Web browser
16. Which of the following refers to a collection of Web pages?
 - a) Website
 - b) Web server
 - c) Web browser
 - d) World wide web



5. MAKING SUCCESSFUL E-COMMERCE STRATEGIES

According to Turban, Lee and Chung, “e-commerce strategy is defined as the formulation and execution of how a new or existing company intends to do business electronically”.

Organizations invest a lot of time and money in building an e-commerce strategy. The need for an e-commerce strategy is depicted in the following points:

- For expanding the business
- For improving marketing and competitiveness of the business
- For increasing leadership in the market
- For decreasing competitive pressures

A successful e-commerce strategy helps in the following:

- Understanding the basic traits of an online marketplace like international-level competition and legal requirements
- Learning the supply capacity for selling products and services to foreign clients
- Ensuring that production and sales processes are in place for handling the expansion of a business
- Ensuring management support for a project
- Focusing on high returns and high-profit opportunities
- Prioritising alternatives on the basis of organizational goals
- Involving appropriate parties
- Ensuring that all the parties involved have a good understanding of technology
- Ensuring that the top management agrees on the budget

Activity 2

Visit any two nearby retail stores and list all their e-commerce activities and compare them.

SELF-ASSESSMENT QUESTIONS – 4

17. An e-commerce strategy is required to expand the business. (**True/ False**)
18. A successful e-commerce strategy helps to ensure that the involved parties have a good understanding of the technology. (**True/ False**)

6. CONCEPT MAP

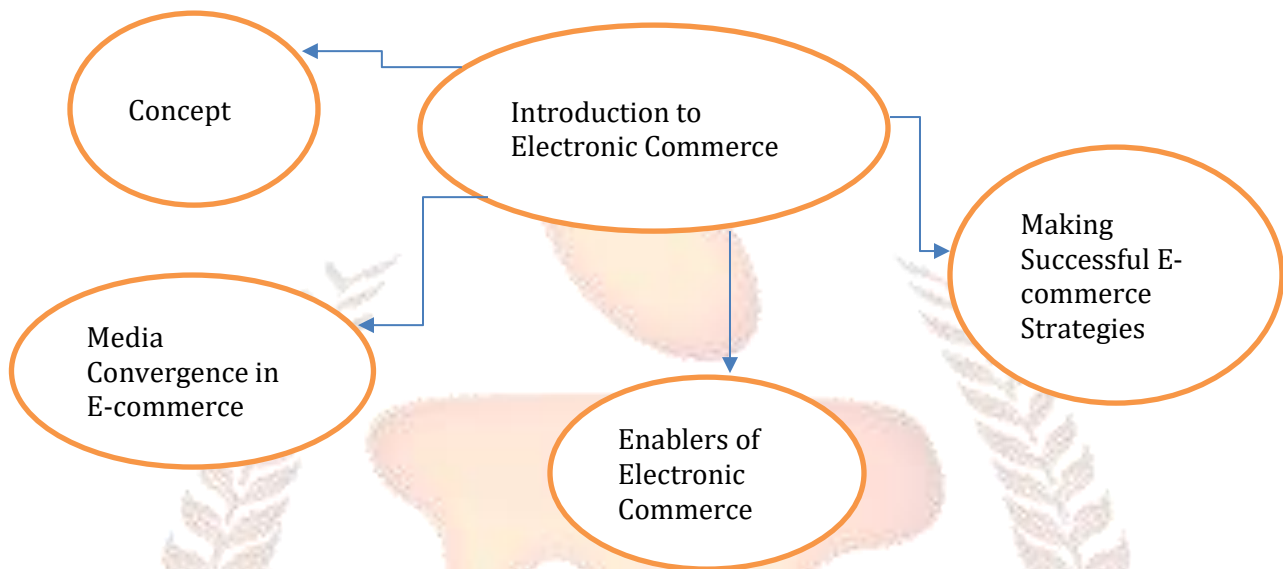


Fig. 4: Concept Map

7. SUMMARY

- The business environment has gone through crucial modifications due to progress of information and communication technology.
- e-commerce provides comfort to the consumer through facilities of online business transactions and other online services such as online shopping and virtual stores.
- The major domains of e-commerce include e-government, e-banking, and e-tailing.
- The framework of e-commerce aims to define and develop various tools to integrate the information retrieved from variety of sources and facilitate the creation of e-commerce applications.
- Media convergence refers to synthesis of various types of mass media including consumer electronics, print media, traditional media, Internet, and all types of interactive technologies via digital media platforms.
- The Internet forms a major part of e-commerce activities and facilitates online selling and purchasing goods and services.

8. GLOSSARY

- **Business to Consumer:** It refers to the transaction between an organization and an individual consumer.
- **e-commerce:** It refers to electronic commerce that involves making transactions online.
- **e-government:** It refers to government-based e-commerce. All the transactions such as filling an income tax return, applying for a driving license and filling recruitment forms online come under e-government transactions.
- **e-tailing:** It refers to online retailing. In this mode, consumers can purchase products online.

9. TERMINAL QUESTIONS

Short Answer Questions

1. Explain the concept of e-commerce.
2. Enumerate any five instances that can be termed as e-commerce.
3. What is convergence of transmission and information access devices?
4. What is a web page?
5. List some of the ways in which a successful e-commerce strategy can help a business.

Long Answer Questions

1. Discuss the different features of e-commerce.
2. Explain media convergence in e-commerce.
3. The internet forms a major part of e-commerce activities. Elaborate.

10. CASE STUDY: TATA MOTORS- MANAGING SUPPLY CHAIN ON THE INTERNET

One of the India's largest commercial vehicle manufacturers, Tata Motors began to connect its existing strong dealer network online with the company's Internet-based system. It plans to bring all its dealers who cater to commercial vehicles and passenger cars under the company's network. Tata Technologies Limited is working on the development of interfaces with its back-end ERP systems. The Internet-based system currently covers the company's major manufacturing locations in Pune, Jamshedpur and Lucknow and its headquarters in Mumbai. It is also in talks with a few banks to set up new payment gateways between the value chain at the company's end and banks. The entire endeavor is around 3 crore rupees worth of investment in infrastructure and eight man-years of system development and implementation, is expected to help Tata Motors cut down conventional delays in transactions. Further, Tata Motors is planning to bring down the existing transaction time at the dealer end by 50%. In turn, there will be more accurate and secured information and complete elimination of chaos and confusion. The dealers would be able to make need-based bookings and receive supplies much faster. The initiative will also help in keeping the inventories under control at both company and dealers' end. Consequently, the company will be in a better position to customize products in accordance with specific dealer requirements in lesser time.

Questions:

1. What is the main objective of Tata Motors to connect its current dealer network online with its Internet-based system?
2. List the potential benefits of managing supply chain on the Internet for Tata Motors.

Source: <https://forms.iimk.ac.in/libportal/ebook/EB8.pdf>

11. ANSWERS

Self-Assessment Questions

1. e-commerce
2. Electronic Data Exchange
3. False
4. True
5. e-government
6. True
7. Media convergence
8. False
9. False
10. True
11. False
12. False
13. Transmission Communication Protocol
14. Website
15. b
16. a
17. True
18. True

Terminal Questions

Short Answer Questions

Answer 1: e-commerce is a term used to denote online business transactions and activities, such as buying and selling of products and services, through different forms of electronic media such as the Internet or any other computer-mediated network.

For more details, refer section 2.

Answer 2: Instances of e-commerce include:

- A person reserving a hotel room on the Internet.
- A person buying a laptop on the Internet.

For more details, refer section 2.

Answer 3: It involves compression and storage of digitized information which can be transmitted through phones and cables.

For more details, refer section 3.

Answer 4: Webpage is a hypertext document comprised of information and can be accessed on the WWW by using a Web browser.

For more details, refer section 4.

Answer 5: A successful e-commerce strategy helps in the following:

- Understanding the traits of an online marketplace including global competition and legal requirements

For more details, refer section 5.

Long Answer Questions

Answer 1: The different features of e-commerce include virtual existence, availability, time-saving approach, economical process, comfort for buyers, and comfort for suppliers and sellers.

For more details, refer section 2.

Answer 2: Media convergence applies to the transformation of various types of data into digital content.

For more details, refer section 3.

Answer 3: In the present era of cutthroat competition, business organizations use internet to communicate with several parties, such as customers, employees, shareholders, suppliers and other parties to find out new ideas and offer significant information.

For more details, refer section 4.

12. SUGGESTED E-REFERENCES AND E-BOOKS

E-Books

- E-commerce: Business, Technology, Society, By Kenneth C. Laudon
- E-commerce: Fundamentals and Applications, By Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang

E-References

- ecommerce.(n.d.).SearchCIO.[https://www.techtarget.com/searchcio/definition/commerce#:~:text=E%2Dcommerce%20\(electronic%20commerce\),or%20consumer%2Dto%2Dbusiness.](https://www.techtarget.com/searchcio/definition/commerce#:~:text=E%2Dcommerce%20(electronic%20commerce),or%20consumer%2Dto%2Dbusiness.)
- Paul, J., Paul, J., & profile, V. (2022). *Anatomy of E-Commerce applications*. Ecmrce.blogspot.com. Retrieved 7 October 2022, from <http://ecmrce.blogspot.com/2016/06/anatomy-of-e-commerce-applications.html>.