

- 1) Differentiate between E-commerce and E-business.

A.E-commerce

- 1) E-commerce refers to the performing online commercial activities, transactions over internet.
- 2) E-commerce is a narrow concept and it is considered as a subset of E-Business.
- 3) Commercial transactions are carried out in E-commerce.
- 4) In E-commerce transactions are limited.
- 5) It includes activities like buying and selling product, making monetary transactions over internet.
- 6) It usually requires the use of only a website.

E-Business

- 1) E-business refers to performing all type of business activities through internet.
- 2) E-business is a broad concept and it is considered as a superset of E-commerce.
- 3) Business transactions are carried out in E-business.
- 4) In E-business transactions are not limited.
- 5) It includes activities like procurement of raw materials/goods, supply activities - over internet.
- 6) It requires the use of multiple websites, CRMs, ERPs that connect different business processes.

2) Explain about traditional commerce.

A: → Traditional commerce refers to the commercial transactions or exchange of information, buying or selling product / services from person to person without use of internet which is an older method of business style and comes under traditional business.

→ In traditional commerce it is difficult to establish and maintain standard practices.

→ Traditional commerce is carried out by face to face, telephone lines or mail systems.

→ In traditional commerce processing of transaction is manual.

→ Traditional commerce is done where digital network is not reachable.

→ In traditional commerce customers can inspect products physically before purchase.

3) List all the eight unique features of E-commerce technology and give a brief note.

A: 1. Ubiquity: E-commerce is widespread, that is, it is available everywhere always. It sets free market from being restricted to a physical space and makes it possible to shop from computer. The result is called a market place where consumer can acquire any information whenever and wherever they want.

2. Global Reach :

E-commerce technologies enable a business to easily reach across geographic boundaries around the earth far more conveniently and effectively as compared to traditional commerce globally. Companies are acquiring greater profits and business results by expanding their business with E-commerce solutions.

3. Universal standards :

Universal standards are standards shared by all the nations around world. These are technical standards of Internet for conducting E-commerce. It gives all the ability to connect at the same level and it provides network externalities that will benefit everyone.

4. Interactivity :

E-commerce technology permits two-way communication b/w customers and sellers which makes it interactive. It proves as significant feature of E-commerce technology over the commercial traditional technologies of the 20th century.

5. Information Density :

Information density means total amount and quality of information available over Internet to all market buyers and sellers.

6. Richness :

Richness refers to the complexity and context of a message. Richness means all commercial activity and experience, conducted through a variety of messages.

7. Personalisation :

E-commerce technology offers personalisation. Personalisation means designing marketing messages according to particular individuals by customising it as per customer personal details like name, interests, and past purchase record.

8. Social Technology :

User content generation and social networking technologies.

4) List all types of E-commerce and explain with an example.

Ans: 1. Business to Consumer (B2C).

In B2C mode of e-commerce, businesses sell products and services to individual consumers directly. All the product and services are offered online through electronic channels in e-commerce which supplements the traditional commerce. Internet acts as an electronic channel.

2. Business to Business (B2B).

B2B e-commerce model describes electronic transactions b/w businesses such as between manufacturer and wholesales. The major factors in increasing the acceptance of B2B e-commerce are Internet and dependence of many business operations upon other businesses for supplying raw material, utilities and services.

3. Consumer to Consumer (C2C).

C2C e-commerce is a business model that facilitates the transactions of product and services b/w 2 consumers. An individual customer uses classified advertisements to advertise or promote different products and services on web or through online auction sites.

4. Consumer to Business (C2B).

Consumer to Business is an e-commerce model where consumers sell products and services which are consumed by business and organizations. When a customer write reviews for new product or gives a useful idea for new product development then he/she is creating value for the company.

5. Business to Government (B2G):

In marketing context, B2G marketing is also known as 'public sector marketing'. It is derived from B2B marketing and is comprised of activities such as marketing of products and services to government agencies.

5) Demonstrate how the user-centered applications and social media technologies are using web 2.0.

A: → User centred applications and social media technologies heavily utilize the principles of web 2.0 which emphasize user-generated content, collaboration, and interactivity. These platforms prioritize user experience and engagement.

For instance, social media platforms like Facebook, Twitter and Instagram allow users to create profiles, share content, and connect with others, fostering a sense of community.

→ These platforms often incorporate features like real-time updates, commenting, liking and sharing which encourage active participation and social interactions.

→ Additionally, user-generated content, such as posts, images, videos, and reviews, is a cornerstone of these applications, enabling users to contribute and shape the platform's content.

User centered applications also benefit from the capabilities of web 2.0 by providing personalized experiences. They use data collected from user interactions to tailor content, recommendations, and advertisements based on individual preferences, enhancing user satisfaction and engagement.

6.) How the mobile platform is dominating the E-commerce space?

A: Mobile platforms have significantly transformed the E-commerce space by becoming a dominant channel for both consumers and businesses. Several factors contribute to this dominance.

1. Convenience:

Mobile devices provide a seamless and convenient shopping experience. Consumers can browse, compare, and purchase products on-the-go without being tied to a desktop.

2. Accessibility:

Mobile phones have wide accessibility reaching a large audience globally. This accessibility has allowed e-commerce to extend its reach to remote areas and regions with limited Internet infrastructure.

3. Apps and Responsive Websites:

E-commerce business have developed dedicated mobile apps and responsive websites optimized for mobile servers.

4. Mobile Payments:

Mobile platform offers various payment options, including digital wallets and mobile payment apps.

5. Push Notifications:

E-commerce app use push notifications to alert users about discounts, offers and abandoned carts.

6. Social commerce:

Social media platforms have integrated shopping features, allowing users to discover and purchase products directly from their feeds.

7. Augmented Reality and Virtual Reality:

Some e-commerce apps leverage AR and VR technologies to provide interactive and immersive shopping experiences. Users can visualize products before purchasing, enhancing confidence in their choices.

8. Personalization :

Mobile platforms collect data on user preferences and behaviours, enabling e-commerce business to provide personalized recommendations and tailored shopping experiences.

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