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Q2] List the types of E-commerce and brief about mobile commerce.

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① Types of E-commerce

- 1) Business to Consumer (B2C)
- 2) Business to Business (B2B)
- 3) Consumer to Consumer (C2C)
- 4) Business to Employee (B2E)
- 5) E-Government
- 6) Government to Citizen (G2C)
- 7) Government to Business (G2B)
- 8) Mobile Commerce (m-commerce).

② Benefits of e-commerce are vast and they range in fields like providing jobs, online education, less pollution, provides entertainment etc.

③ mobile commerce, also known as m-commerce ~~is~~ is the use of wireless handheld devices like cellphones and tablets to conduct commercial transactions online, including the purchase and sale of products, online banking and paying bills. The use of m-commerce activity is on the rise.

④ The use of wireless technology (WAP) to conduct sales of goods, provide services and make payments and other financial transactions, the exchange of information etc is the basic model of mobile-commerce.

⑤ Applications of m-commerce include:

- i) mobile Banking
- ii) mobile Ticketing and Booking.



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iii) EBills

iv) Auctions

v) Stock market trading and reporting.

### ⑥ Advantage of m-commerce

1) It provides a very convenient and easy to use system

2) Also helps businesses target customers according to their location, service provider, the type of device they use and various other criteria.

3) The cost of the company is reduced.

### ⑦ Disadvantage of m-commerce

1) The technology to setup a m-commerce business is very expensive

2) In developing countries, the networks and service providers are not very reliable

3) There is an issue of security and many concerns about the safety of the customer's private information.