B.TECH IV Year I Semester CSE

2022 – 2023

E-COMMERCE TRENDS (A5632)

(Open Elective) - VCE-R19

UNIT-1

INTRODUCTION TO E-BUSINESS AND E-COMMERCE, E-COMMERCE FUNDAMENTALS

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Course Overview

- The tremendous growth of the Internet and World Wide Web is having great impact on businesses, governments and individuals throughout the world.
- In this course, we will attempt to understand the phenomena, technological, economic and social, behind these rapid changes, and how organizations successfully conduct Internet-based activities.
- We will also study some of the technology of the Internet.
- This course provides an overview of e-commerce from both technological and managerial perspectives.
- It introduces e-commerce frameworks, and technological foundations; and examines basic concepts such as strategic formulation for e-commerce enterprises, management of their capital structures and public policy.
- It is particularly important that the student place a great deal of emphasis in understanding the different E-Commerce system design principles.

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Course Outcomes (Cos)

After the completion of the course, the student will be able to:		POs	PSOs
A5632.1	Illustrate the components and roles of the E-Commerce environment.	1	-
A5632.2	Understand legal and ethical issues related to E-Commerce and web marketing approaches.	5	-
A5632.3	Identify how to sell products and services on the web as well as to meet the needs of web site Visitors.	3	-
A5632.4	Analyze e-commerce payment systems	3	-

CO#	Bloom's Taxonomy Level					
	Remember (L1)	Understand (L2)	Apply (L3)	Analyze (L4)	Evaluate (L5)	Create (L6)
A5632.1		✓				
A5632.2		✓				
A5632.3			✓			
A5632.4			✓			

SYLLABUS

UNIT-1: INTRODUCTION TO E-BUSINESS AND E-COMMERCE: What is the difference between e-commerce and e-business, E-business risks and barriers to business adoption, Management responses to e-commerce and e-business.

E-COMMERCE FUNDAMENTALS: Location of trading in the marketplace, Business models for e-commerce, Focus on auction business models, Focus on Internet start-up companies.

UNIT-2: E-BUSINESS INFRASTRUCTURE: Introduction, Internet technology, Web technology, Internet-access software applications, Managing e-business infrastructure, Focus on web services, SaaS and service-oriented Architecture (SOA), Focus on mobile commerce.

E-ENVIRONMENT: Social and legal factors, Environmental and green issues related to Internet Usage, Focus on e-commerce and globalization, Political factors.

Syllabus Contd..

UNIT-3: E-BUSINESS STRATEGY: What is e-business strategy, Strategic analysis, Strategic objectives, Strategy definition, Strategy implementation, Focus on information systems strategy and e-business strategy.

E-SECURITY- Securing the Business on Internet-Security Policy, Procedures and Practices, Transaction Security, Cryptology, Digital Signatures, Security Protocols for Web Commerce.

UNIT-4: SUPPLY CHAIN MANAGEMENT: What is supply chain management? Focus on the value chain, Using e-business to restructure the supply chain, Supply chain management implementation

E-PROCUREMENT: What is e-procurement, Drivers of e-procurement, Focus on estimating e-procurement cost, Implementing e-procurement, Focus on electronic B2B marketplaces.

UNIT-5: E-MARKETING: What is e-marketing?, E-marketing planning, Situation analysis, Objective setting, Strategy, Tactics, Focus on online branding.

CUSTOMER RELATIONSHIP MANAGEMENT: What is e-CRM, The online buying process, Focus on marketing communications for customer Acquisition, Customer retention management, Technology solutions for CRM.

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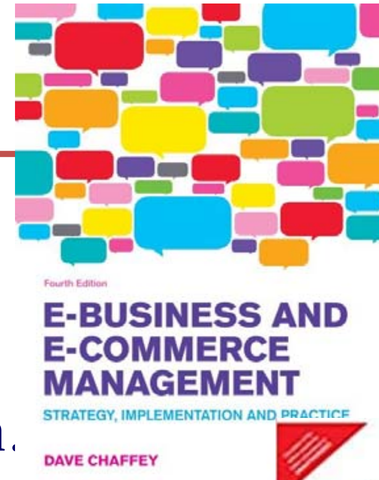
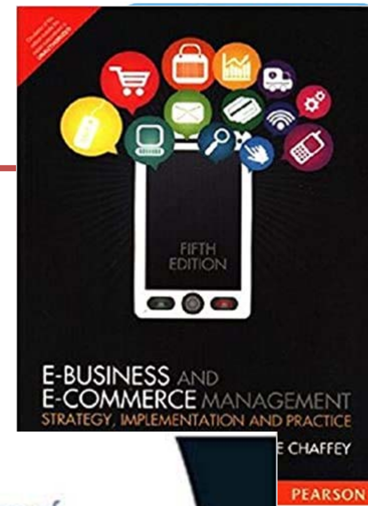
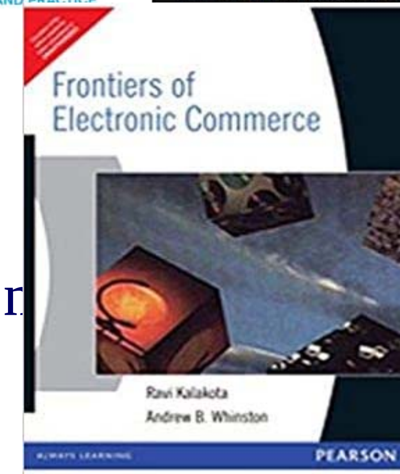
BOOKS





TEXT BOOKS:

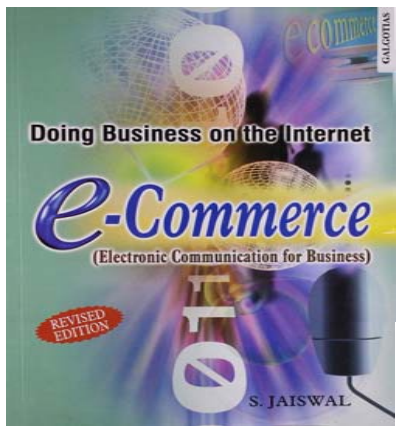
1. *E-Business and E-Commerce Management, Strategy, Implementation and Practice*
   Dave Chaffey, 4th Edition, Pearson Education.

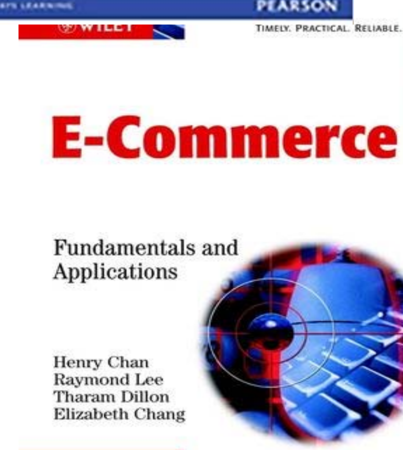


REFERENCE BOOKS:

1. *Frontiers of electronic commerce –*
   Ravi Kalakota, Andrew B. Whinston, Pearson Education

2. *E-Commerce fundamentals and applications*
   Hendry Chan, Raymond Lee, Tharam Dillon, Ellizabeth Chang, John Wiley





3. *E-Commerce*
   S.Jaiswal, Galgotia.

4. *E-Commerce*
   Efrain Turbon, Jae Lee, David King, H.Michael Chang.

UNIT-1 CONTENTS

1. INTRODUCTION TO E-BUSINESS AND E-COMMERCE

1.1 What is the difference between e-commerce and e-business

1.2 E-business risks and barriers to business adoption

1.3 Management responses to e-commerce and e-business

E-COMMERCE FUNDAMENTALS

1.4 Location of trading in the marketplace

1.5 Business models for e-commerce

1.6 Focus on auction business models

1.7 Focus on Internet start-up companies


E-COMMERCE

1. INTRODUCTION TO E-BUSINESS AND E-COMMERCE

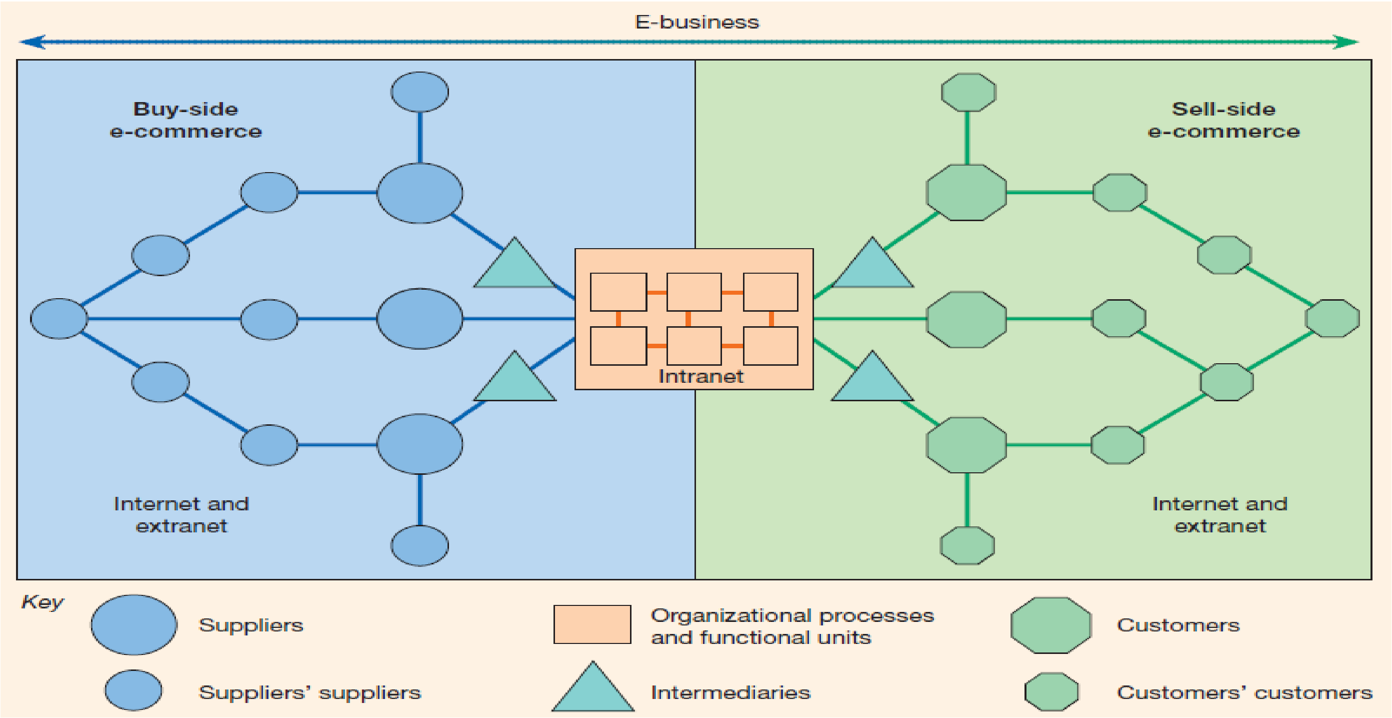
- Organizations have now been applying technologies based on the Internet, World Wide Web and wireless communications to transform their businesses.
- Deploying these technologies has offered many opportunities for innovative e-businesses to be created based on new approaches to business.
- Existing businesses have evolved their approaches to e-business through a series of stages. Innovation in e-business is relentless, with the continuous introduction of new technologies, new business models and new communications approaches.
- Current opportunities which many businesses are reviewing the benefits, costs and risks of implementing include:
- social networks, virtual worlds, blogs, rich online media, mobile commerce services
- using location-based tracking of goods and inventory as they are manufactured and transported.

E-commerce

- Electronic commerce (e-commerce) is often thought simply to refer to buying and selling using the Internet.
- E-commerce is the exchange of information across electronic networks, at any stage in the supply chain, whether within an organization, between businesses, between businesses and consumers, or between the public and private sector, whether paid or unpaid.
- Different perspectives for e-commerce:
  1) A communications perspective – the delivery of information, products or services or payment by electronic means.
  2) A business process perspective – the application of technology towards the automation of business transactions and workflows.
  3) A service perspective – enabling cost cutting at the same time as increasing the speed and quality of service delivery.
  4) An online perspective – the buying and selling of products and information online.

Buy-side and Sell-side E-commerce

- Buy-side e-commerce: E-commerce transactions between a purchasing organization and its suppliers.
- Sell-side e-commerce: E-commerce transactions between a supplier organization and its customers.
- E-commerce transactions between organizations can be considered from two perspectives:
  - sell-side from the perspective of the selling organization and
  - buy-side from the perspective of the buying organization.



E-business

- Electronic business (e-business): All electronically mediated information exchanges, both within an organization and with external stakeholders supporting the range of business processes.
- E-Business refers to a broader definition of e-commerce, not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners, conducting e-learning, and processing electronic transactions.
- Electronic business methods enable companies to link their internal and external data processing systems more efficiently and flexibly, to work more closely with suppliers and partners, and to better satisfy the needs and expectations of their customers.
- There are two types of e-business, which are:
  1) Pure-Play: The business which is having an electronic existence only. Example: Hotels.com
  2) Brick and Click: The business model, in which the business exists both in online i.e. electronic and offline i.e. physical mode.

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1.1 What is the difference between e-commerce and e-business

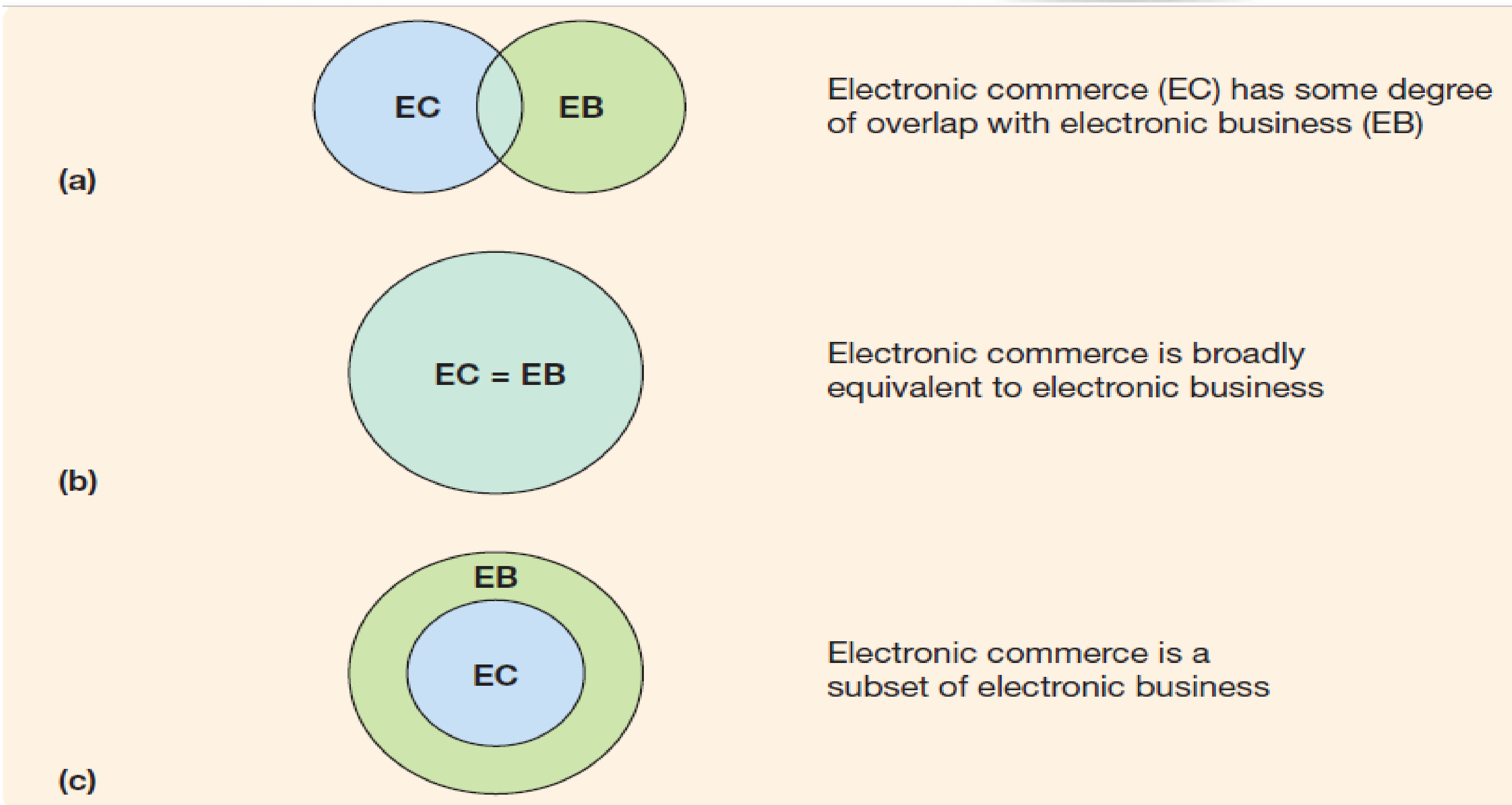

Figure 1.3 Three definitions of the relationship between e-commerce and e-business

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E-commerce Vs E-business

Feature	E-commerce	E-business
1) Definition	Involves buying and selling of products and services over the internet	Includes all kinds of pre-sale and post-sale efforts using the internet
2) Relationship	Subset of E-business	Superset of E-commerce
3) Approach	Extroverted approach that covers customers, suppliers, distributors, etc.	Ambivert approach that covers internal processes such as production, inventory management, product development, risk management, finance etc, as well as external processes.
4) Requirement	Requires Website or Mobile application	Requires website, CRMs, ERPs for running the business over the internet.
5) Aims at	Aims to improve and change business processes	Involves new business models and the potential to gain or loss the revenue

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E-commerce Vs E-business

Feature	E-commerce	E-business
6) Transactions	Commercial transactions related to money	Business transactions which includes monetary as well as allied activities
7) Network	Internet is used to connect with the rest of the world	Internet, Intranet and Extranet are used for connecting with the parties.
8) Types of models	1) B2B - Business to Business 2) B2C - Business to Consumer 3) C2B - Consumer to Business 4) C2C - Consumer to Consumer	1. Pure-Play- Only Online 2. Brick and Click – Both Online and Offline

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Different types of sell-side e-commerce

➢ The four main types of site are:

1) Transactional e-commerce sites enable purchase of products online. The sites also support the business by providing information for consumers that prefer to purchase products offline like retail sites, travel sites and online banking services.
2) Services-oriented relationship-building web sites: Provide detailed information to help support existing customers to stimulate purchase and build relationships in their lives at work or at home.
3) Brand-building sites: Provide an experience to support the brand by developing an online experience. They are typical for low-value, high-volume fastmoving consumer goods (FMCG brands) for consumers.
4) Portal, publisher or media sites: Provide information, news or entertainment about a range of topics both on the site and through links to other sites. Portals have a diversity of options for generating revenue, including advertising, commission-based sales, sale of customer data (lists). Social networks can also be considered.

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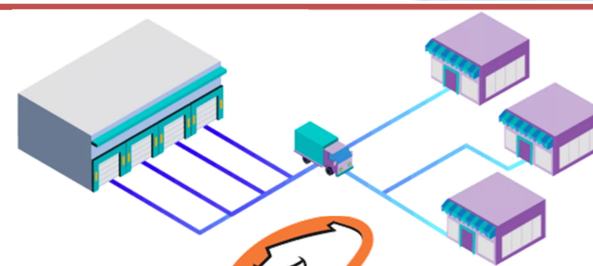
E-commerce Models

- Electronic commerce encompasses all online marketplaces that connect buyers and sellers. The internet is used to process all electronic transactions.

1) B2B – Business to Business
2) B2C – Business to Consumer
3) C2C – Consumer to Consumer
4) C2B – Consumer to Business
5) B2G/A – Business to Government (or Administration)
6) C2G/A– Consumer to Government (or Administration)

E-commerce Models Contd..

1) B2B- Business-To-Business Ecommerce: both the sellers and buyers are business entities. This model describes the transactions between a retailer or a wholesaler, or a wholesaler and manufacturer. Ex: Alibaba, Amazon business, IBM, Boeing, ExxonMobil Corporation



2) B2C- Business-To-Consumer Ecommerce: business directly interacts and sells to individual customers, but business is conducted online as opposed to in a physical store. Ex: Flipkart, Amazon, Snapdeal, Alibaba, Walmart, etc

3) C2C- Customer-To-Consumer Ecommerce: transactions made from a customer to another consumer. Customers can trade, buy or sell any of the products through direct or third party platforms in return for small commissions or profit. Ex: eBay, Etsy, OLX, Craigslist

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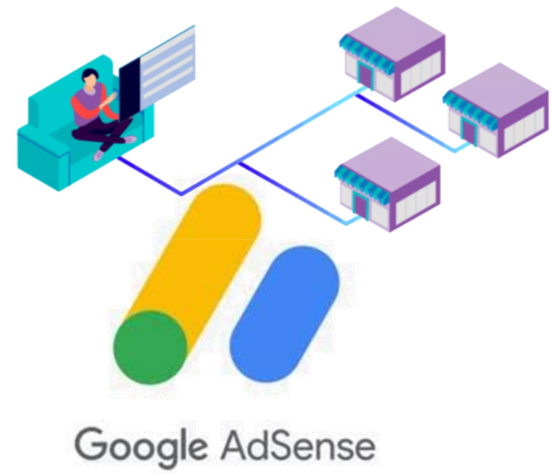
E-commerce Models Contd..

4) C2B- Consumer-To-Business Ecommerce: customers selling their services or products to business. Ex: Google Adsense, Commission Junction, and Amazon.



5) B2G/A- Business-To-Government / Public Administration Ecommerce: government and businesses use central websites to do business with each other more efficiently than they can off the web. public sector marketing, tenders auctions, and application submission. Ex: Accela, Colorado

6) C2G/A- Consumer-To-Government / Public Administration Ecommerce: individuals paying the government for electronic tax filing or payment of health services, tuition to universities.

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Business or consumer Models of e-commerce transactions

To: Consumer of content/service	From: Supplier of content/service — *Consumer or citizen*	*Business (organization)*	*Government*
Consumer or citizen	**Consumer-to-Consumer (C2C)** • eBay • Peer-to-Peer (Skype) • Blogs and communities • Product recommendations • Social networks: MySpace, Bebo	**Business-to-Consumer (B2C)** • Transactional: Amazon • Relationship-building: BP • Brand-building: Unilever • Media owner – News Corp • Comparison intermediary: Kelkoo, Pricerunner	**Government-to-Consumer (G2C)** • National government transactional: Tax – inland re venue • National government information • Local government services
Business (organization)	**Consumer-to-Business (C2B)** • Priceline • Consumer-feedback, communities or campaigns	**Business-to-Business (B2B)** • Transactional: Euroffice • Relationship-building: BP • Media Owned: Emap business publications • B2B marketplaces: EC21	**Government-to-Business (G2B)** • Government services and transactions: tax • Legal regulations
Government	**Consumer-to-Government (C2G)** • Feedback to government through pressure group or individual sites	**Business-to-Government (B2G)** • Feedback to government businesses and non-go vernmental organizations	**Government-to-Government (G2G)** • Inter-government services • Exchange of information

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1.2 E-business risks and barriers to business adoption

- Opportunities have to be balanced against the risks of introducing e-business services which vary from strategic risks to practical risks. One of the main strategic risks is making the wrong decision about e-business investments.
- There are also many practical risks to manage which, if ignored, can lead to bad customer experiences and bad news stories which lead to damage to the reputation of the company.
- Examples of poor online customer includes:
  - Web sites that fail because of a spike in visitor traffic after a peak-hour TV advertising campaign.
  - Hackers penetrating the security of the system and stealing credit card details.
  - A company e-mails customers without receiving their permission, and potentially breaking privacy and data protection laws.
  - Problems with fulfilment of goods ordered online, go missing or delayed.
  - E-mail customer-service enquiries from the web site don't reach the right person and are ignored.

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Stage model for buy-side and sell-side e-commerce

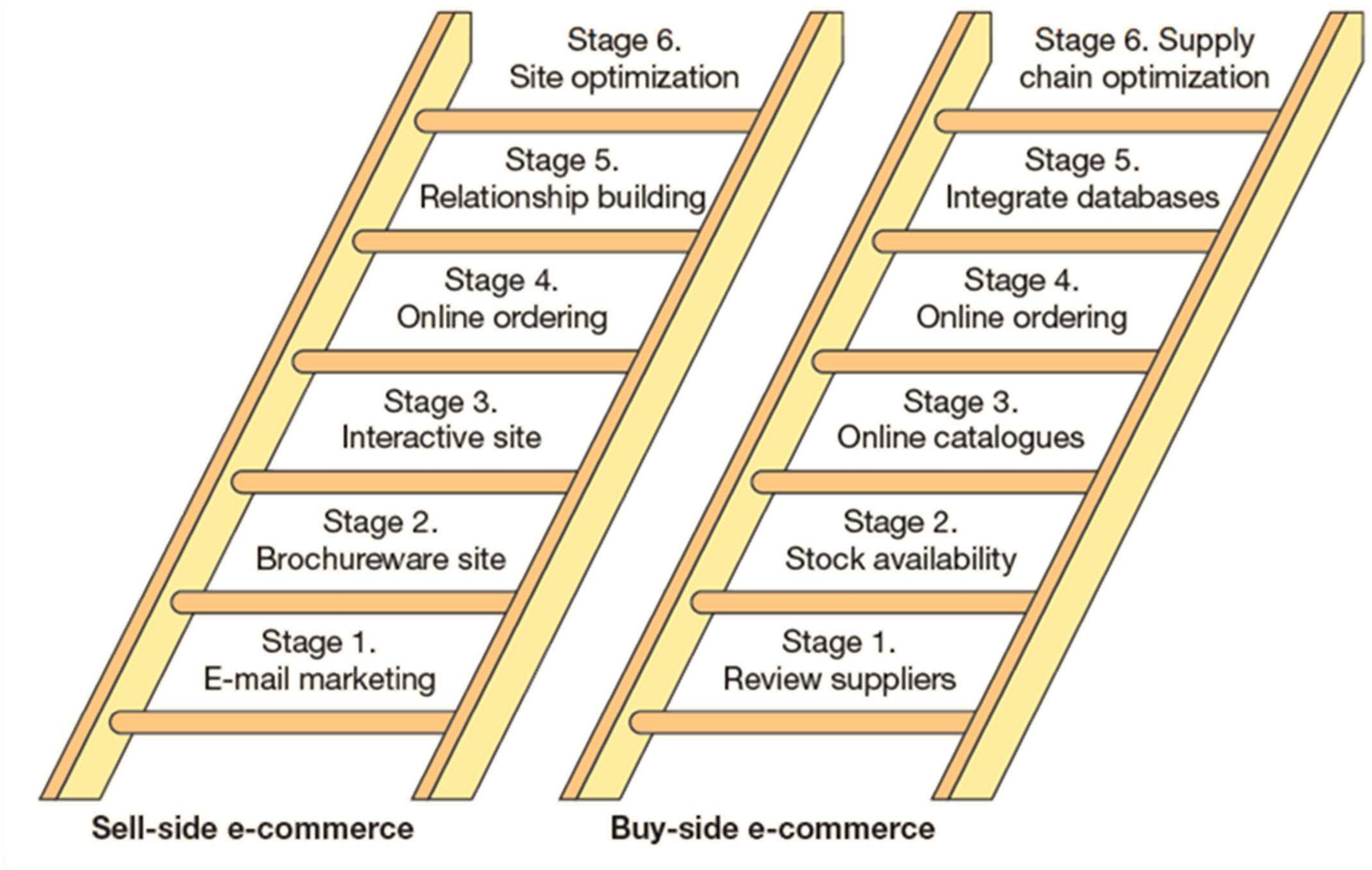

Figure 1.13 A simple stage model for buy-side and sell-side e-commerce

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Drivers of consumer Internet adoption

- Typical **benefits of online services are summarized by the ‘Six Cs’,** a simple mnemonic to show different types of customer value:

1) **Content** – Relevant rich content is king. This means more detailed, in-depth information to support the buying process for transactional or relationship-building sites or branded experiences to encourage product usage for FMCG brands.

2) **Customization** – In this case mass customization of content, whether received as web site pages such as ‘Amazon recommends’ or e-mail alerts, and commonly known as ‘personalization’.

3) **Community** – The Internet liberates consumers to discuss anything they wish through forums, chat-rooms and blog comments.

4) **Convenience** – This is the ability to select, purchase and in some cases use products from the desktop at any time: the classic 24 × 7 × 365 availability of a service.

benefits of online services
'Six Cs' Contd..

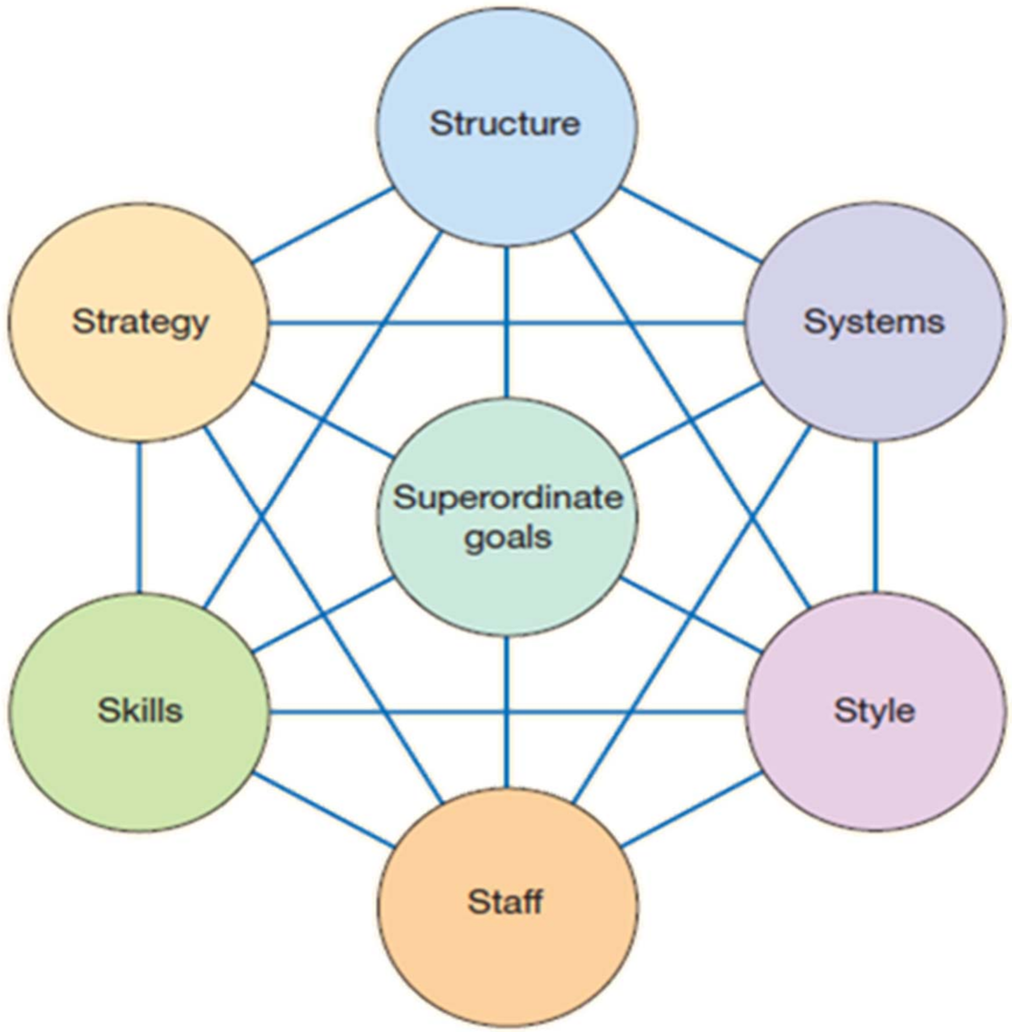
5) **Choice** – Web gives a wider choice of products and suppliers (financial, travel, white goods) with more detailed information than are physically available in-store.

6) **Cost reduction** – The Internet is widely perceived as a relatively low-cost place of purchase as they have lower staff and distribution costs than a retailer that runs a network of high-street stores. A simple price differential is a key approach to encouraging usage of online services.

1.3 Management responses to e-commerce and e-business

McKinsey 7S strategy framework

- McKinsey 7S strategy issues involved with e-business is summarized in diagrammatic form in Figure and in table form in Table to highlight some aspects that need to be managed when developing an e-business strategy.



McKinsey 7S framework Contd..

Element of 7S model	Relevance to Internet marketing capability	Key issues
1) Strategy	Contribution of e-business and e-commerce in influencing and supporting organizations' strategy	• Gaining appropriate budgets and annual planning approach • Techniques to impact organizational and marketing strategy
2) Structure	The modification of organizational structure to support e-business	• Integration of e-commerce/ IT team with other management, marketing and operations staff • Use of cross-functional teams and steering groups • Insourcing vs outsourcing
3) Systems	The development of specific processes, procedures or information systems to support e-business	• Managing/sharing customer and supply chain information • Integration of the web into marketing • Unified reporting of e-commerce effectiveness

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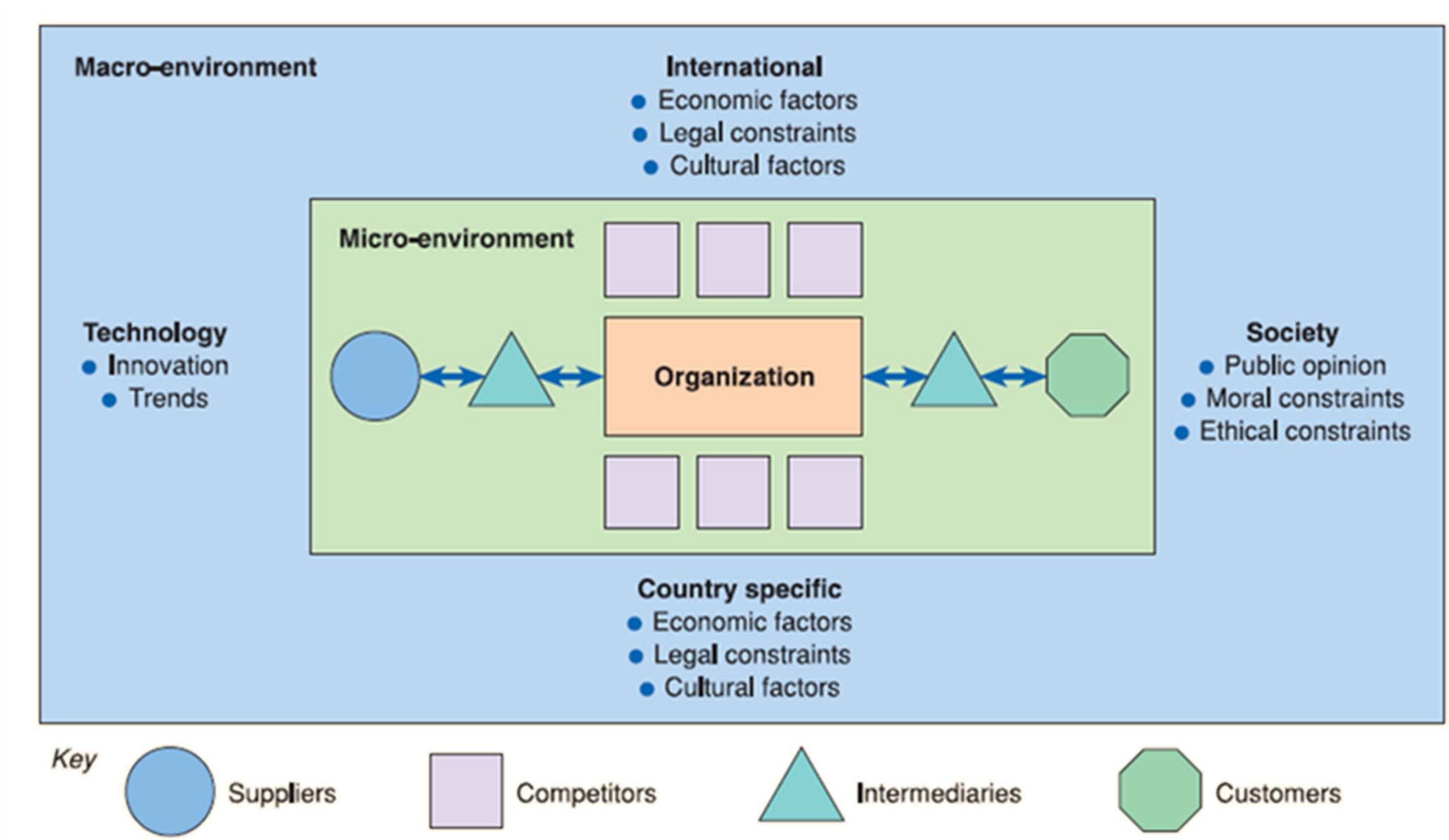
McKinsey 7S framework Contd..

Element of 7S model	Relevance to Internet marketing capability	Key issues
4) Staff	Breakdown of staff in terms of their background, age and sex and characteristics	• Insourcing vs outsourcing • Staff recruitment and retention • Virtual working • Staff development and training
5) Style	Includes both the way in which key managers behave in achieving the organization's goals and the cultural style	• Relates to role of the e-business team in influencing strategy – is it dynamic and influential or conservative
6) Skills	Distinctive capabilities of key staff	• Staff skills in specific areas: supplier selection, project management, content management, specific e-marketing approaches
7) Super-ordinate goals	guiding concepts of the organization	• Improving the perception of the importance and effectiveness of the digital marketing team

E-COMMERCE FUNDAMENTALS

E-COMMERCE FUNDAMENTALS

- Online elements of an organization's environment is illustrated in Figure and is a key part of situation analysis for e-business strategy development.



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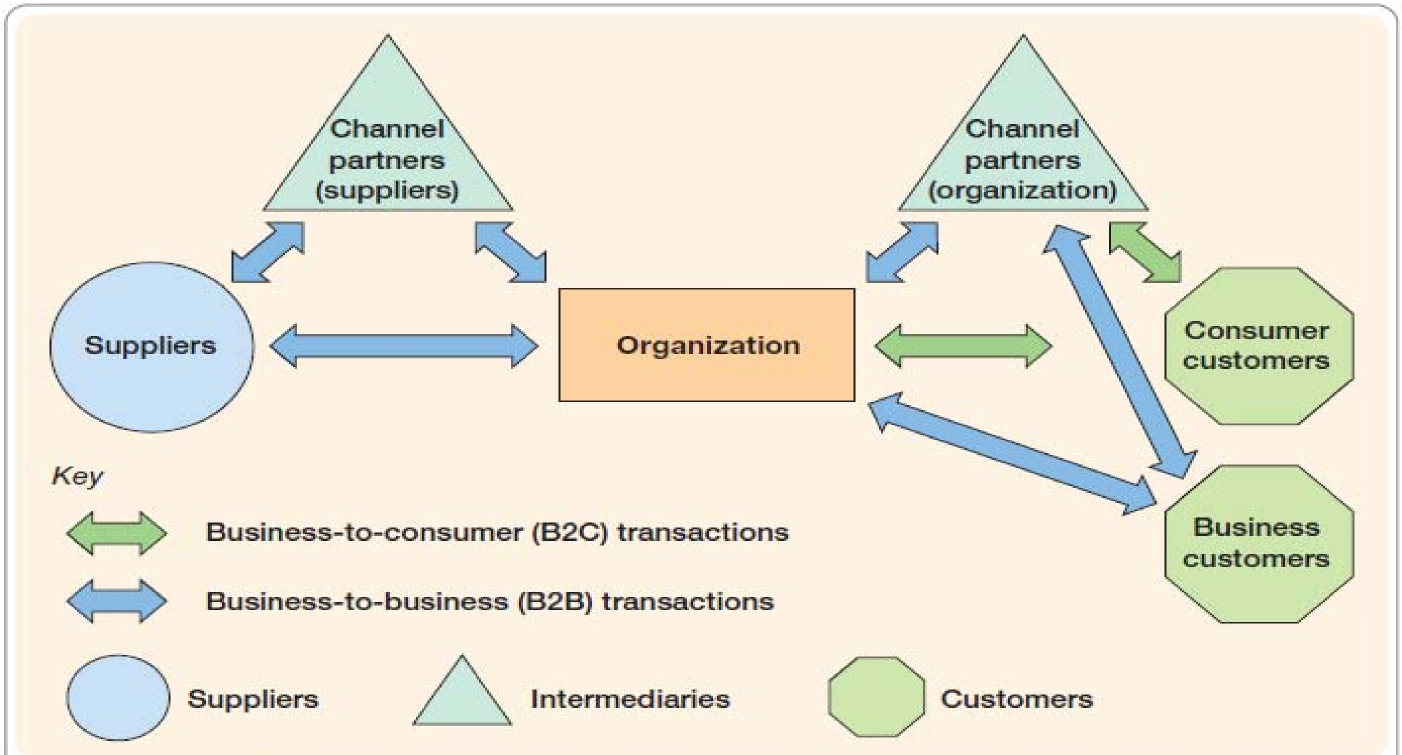
Marketplace channel

- Marketplace channel structures describe the way a manufacturer or selling organization delivers products and services to its customers.
- Typical channel structures between business and consumer organizations are shown in Figure .
- A distribution channel will consist of one or more intermediaries such as wholesalers and retailers.



B2B and B2C interactions between an organization, its suppliers and its customers

Disintermediation

- Disintermediation: The removal of intermediaries such as distributors or brokers that formerly linked a company to its customers.
- Figure 2.6 illustrates disintermediation in a graphical form for a simplified retail channel.
- Figure (a) shows the former position where a company marketed and sold its products by 'pushing' them through a sales channel.
- Figure (b) and (c) show two different types of disintermediation in which the wholesaler (b) or the wholesaler and retailer (c) are bypassed, allowing the producer to sell and promote direct to the consumer.
- The benefits of disintermediation to the producer are clear – it is able to remove the sales and infrastructure cost of selling through the channel.

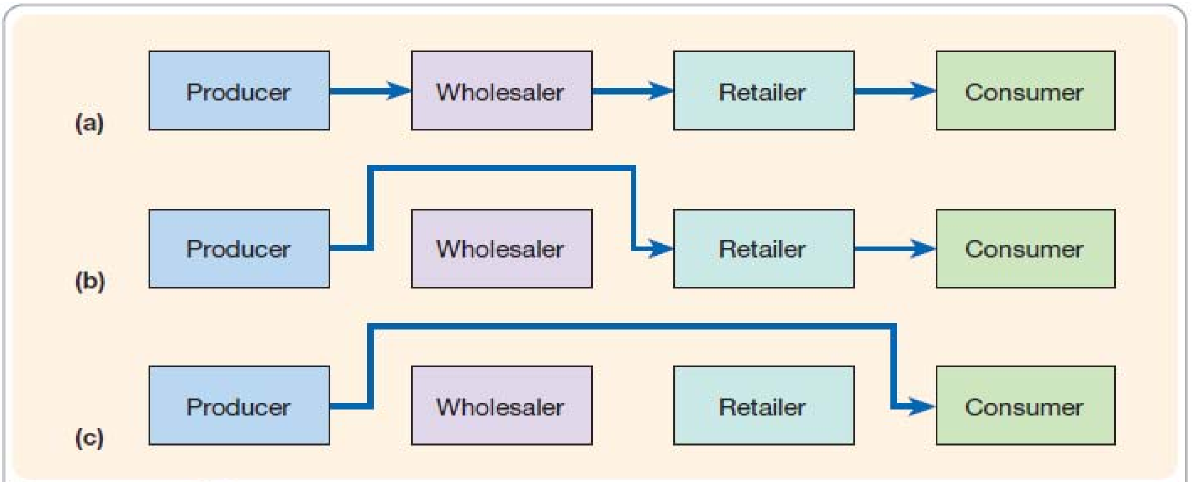
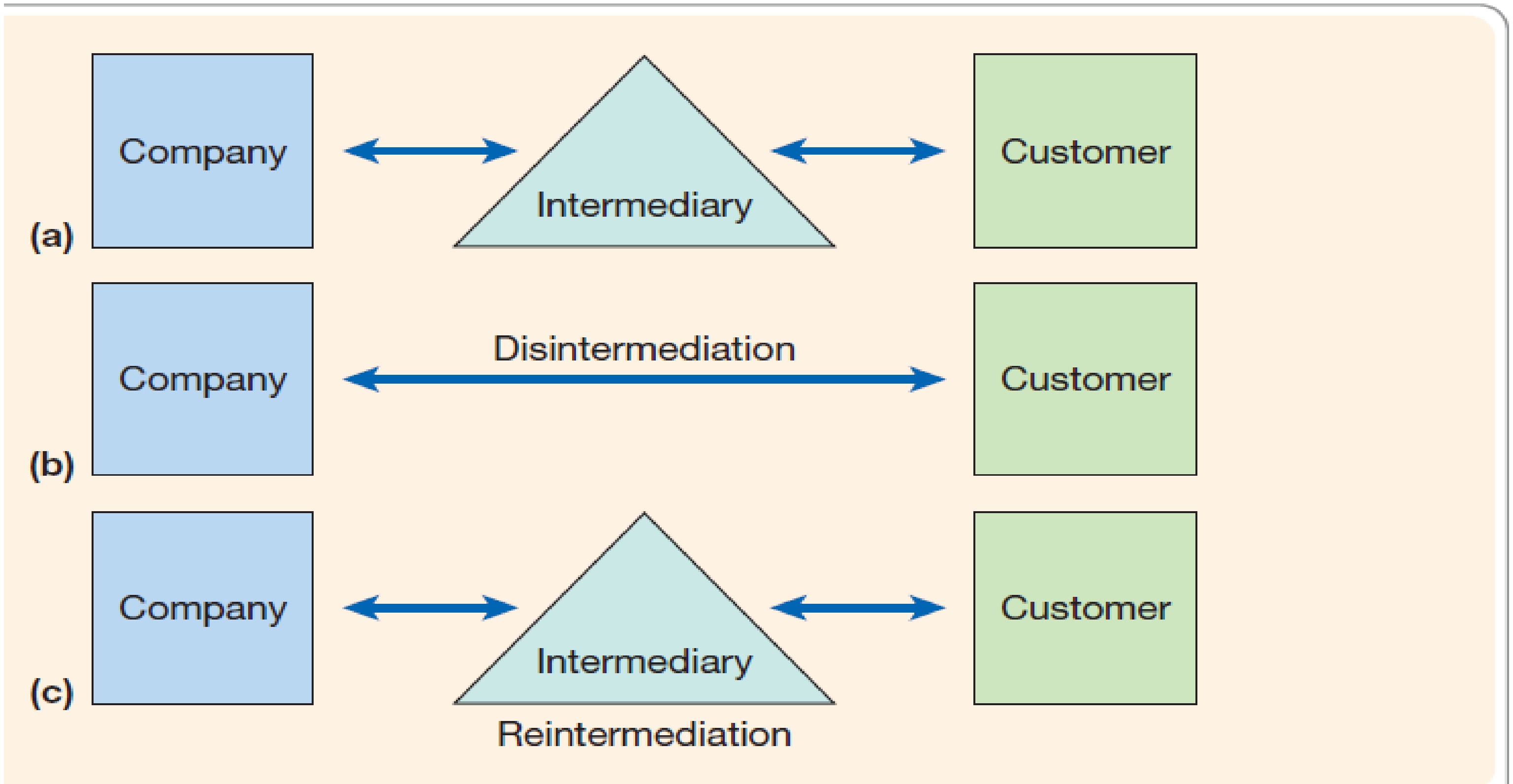


Figure 2.6 Disintermediation of a consumer distribution channel showing (a) the original situation, (b) disintermediation omitting the wholesaler, and (c) disintermediation omitting both wholesaler and retailer

Reintermediation

- **Reintermediation:** The creation of new intermediaries between customers and suppliers providing services such as supplier search and product evaluation.



From original situation (a) to disintermediation (b) and reintermediation (c)

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1.4 Location of trading in the marketplace

- Electronic marketplace is an Internet-based virtual market that has no physical presence, and no direct contact occurs between buyers and sellers.

Different locations for online representation:

A. Seller-controlled sites are those that are the main site of the supplier company and are e-commerce-enabled.

B. Seller-oriented sites are controlled by third parties but represent the seller rather than providing a full range of options.

C. Neutral sites are independent evaluator intermediaries that enable price and product comparison and will result in the purchase being fulfilled on the target site.

D. Buyer-oriented sites are controlled by third parties on behalf of the buyer.

E. Buyer-controlled sites usually involve either procurement posting on buyer-company sites or those of intermediaries that have been set up in such a way that it is the buyer who initiates the market making.

Different types of online intermediary

- **Multi-channel marketing strategy** - how different marketing channels should integrate and support each other in terms of their proposition development and communications based on their relative merits for the customer and the company.

Different types of online intermediaries

- Directories (Yahoo!).
- Search engines (Google).
- Malls (BarclaySquare, Buckingham Gate).
- Virtual resellers (own-inventory and sell-direct, e.g. Amazon,).
- Financial intermediaries (offering digital cash and cheque payment services, such as Digicash, Google Pay).
- Forums, fan clubs and user groups (virtual communities).
- Evaluators (sites which perform review or comparison of services)

1.5 Business models for e-commerce

- Online business model is a summary of how a company will generate a profit identifying its core product or service value proposition, target customers in different markets, position in the competitive online marketplace or value chain and its projections for revenue and costs.
- **Eight key elements of the business model of the organization's e-business strategy:**

1) Value proposition. Which products and or services will the company offer?
2) Market or audience. Which audience will the company serve and target with its communications? The scope of geographical markets need to be defined. A detailed communications plan to reach and influence the audience.
3) Revenue models and cost base. What are the specific revenue models that will generate different income streams? What are the main costs of the business forming its budget?
4) Competitive environment. Who are the direct and indirect competitors for the service and which range of business models do they possess?

Business models for e-commerce Contd..

5) Value chain and marketplace positioning. How is the company and its services positioned in the value chain between customers and suppliers and in comparison with direct and indirect competitors?

6) Representation in the physical and virtual world. What is its relative representation in the physical and virtual world, e.g. high-street presence, online only, intermediary, mixture?

7) Organizational structure. How will the organization be internally structured to create, deliver and promote its service? How will it partner with other companies to provide services, for example through outsourcing?

8) Management. What experience in similar markets and companies do the managers have? What is their profile which can be helpful to attract publicity?

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Timmers - 11 different types of business model that can be facilitated by the web.

1) E-shop – marketing of a company or shop via the web
2) E-procurement – electronic tendering and procurement of goods and services
3) E-malls – a collection of e-shops
4) E-auctions – eBay
5) Virtual communities – social networks, trade publishers communities
6) Collaboration platforms – enable collaboration between businesses or individuals
7) Third-party marketplace
8) Value-chain integrators – offer services across the value chain;
9) Value-chain service providers – specialize in providing functions for a specific part of the value chain, such as the logistics company UPS
10) Information brokerage – provide information for consumers and businesses, often to assist in making the buying decision or for business operations or leisure;
11) Trust and other services –authenticate the quality of service provided by companies trading on the web.

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Revenue models

- Revenue models specifically describe different techniques for generation of income for an organization.
- Online publisher and intermediary revenue models:
- **For a publisher, there are many options for generating revenue online based around advertising and fees for usage of the online service.**
- **The main types of online revenue model are:**

1) CPM display advertising on site. Site owners charge a fee for advertising. CPM (cost per thousand / Mile) is the cost to the advertiser (or the revenue received by the publisher) when an ad is served 1000 times.
2) CPC advertising on site (pay-per-click text ads). Advertisers are charged not simply for the number of times their ads are displayed, but according to the number of times they are clicked upon. These are typically text ads served by a search engine such as Google.
3) Sponsorship of site sections or content types (typically fixed fee for a period). A company can pay to advertise a site channel or section.

Revenue models Contd..

4) Affiliate revenue (CPA, but could be CPC). is commission-based, The cost to the advertiser (or the revenue received by the publisher) for each outcome such as a lead or sale generated after a click to a third-party site.

5) Transaction fee revenue. A company receives a fee for facilitating a transaction. GooglePay charge a percentage of the transaction cost between buyer and seller.

6) Subscription access to content or services. A range of documents can be accessed from a publisher for a period of a month or typically a year.

7) Pay-per-view access to documents. Payment occurs for single access to a document, video or music clip which can be downloaded. It may or may not be protected with a password or digital rights management.

8) Subscriber data access for e-mail marketing. Site owner can send different forms of e-mail to its customers if they have given their permission to receive e-mail from either the publisher or third parties.

1.6 Focus on auction business models

- Auctions involve determination of the basis for product or service exchange between a buyer and seller according to particular trading rules that help select the best match between the buyer and seller from a number of participants.

Different roles for auction:

1) Price discovery –price discovery is in the consumer auction involving bidding for antiques. Antiques do not have standardized prices, but the auction can help establish a realistic market price through a gathering of buyers.
2) Efficient allocation mechanism – the sale of items that are difficult to distribute through traditional channels falls into this category. Examples include 'damaged inventory' that has a limited shelf life or is only available at a particular time such as aircraft flight or theatre tickets.
3) Distribution mechanism – as a means of attracting particular audiences.
4) Coordination mechanism – here the auction is used to coordinate the sale of a product to a number of interested parties.

Types of auction

- An offer is a commitment for a trader to sell under certain conditions such as a minimum price.
- A bid is made by a trader to buy under certain conditions such as a commitment to purchase at a particular price.

Two main types of auction:

1) Forward, upward or English auction (initiated by seller). These are the types of auctions available on consumer sites such as eBay. For these auctions, the seller sets the rules and the timing, and then invites potential bidders. Increasing bids are placed within a certain time limit and the highest bid will succeed provided the reserve (minimum) price is exceeded.
2) Reverse, downward or Dutch auction (initiated by buyer). In these B2B marketplace auctions, the buyer sets the rules and the timing. Here, the buyer places a Request For tender or Quotation (RFQ) and many suppliers compete, decreasing the price, with the supplier whom the buyer selects getting the contract. This will not necessarily be the lowest price since other factors such as quality and capability to deliver will be taken into account.

1.7 Focus on Internet start-up companies

- Dot-coms: Businesses whose main trading presence is on the Internet.
- Bricks and mortar: A traditional organization with limited online presence.
- Clicks and mortar: A business combining an online and offline presence.
- Clicks only or Internet pureplay: An organization with principally an online presence.

Six criteria used to assess the Internet start-up companies:

1) Concept: This describes the strength of the business model. It includes:
   - potential to generate revenue
   - superior customer value
   - first-mover advantage.
2) Innovation: The business model imitates existing real-world or online models and is applied to a different market or audience or if the experience is superior and positive word-of-mouth is generated.

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Internet start-up companies Contd..

3) Execution: A good business model does not, guarantee success. If there are problems with aspects of the implementation of the idea, then the start-up will fail. Aspects of execution that can be seen to have failed for some companies are:
   - promotion
   - performance, availability and security
   - Fulfilment
4) Traffic: This criterion is measured in terms of the number of visitors, the number of pages they visit and the number of transactions they make which control the online ad revenues.
5) Financing: This describes the ability of the company to attract venture capital or other funding to help execute the idea.
6) Profile: This is the ability of the company to generate favourable publicity and to create awareness within its target market.

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UNIT- I Question Bank Contd..

#	Descriptive Answer Question	Course Outcomes	Blooms Level
1)	According to Kalakota and Whinston, there exists a range of four different perspectives for e-commerce. Explain.	A5632.1	Understand (L2)
2)	Explain in brief the differences between E-Commerce and E-Business.	A5632.1	L2
3)	Explain about Different types of sell-side e-commerce.	A5632.1	L2
4)	Explain disintermediation and reintermediation using examples. R15-Reg-2021June	A5632.1	L2
5)	Distinguish between buy-side and sell-side e-commerce and give an example of the application of each. R15-Reg-2021June	A5632.1	L2
6)	Explain about business models for e-commerce. R15-Reg-2021June	A5632.1	L2
7)	Explain briefly the various types of risk associated with E-Business. R15-Sup-2021Dec		

UNIT- I Question Bank Contd..

#	Descriptive Answer Question	Course Outcomes	Blooms Level
8)	Briefly write about the typical benefits of online services summarized by 'Six Cs'.	A5632.1	L2
9)	Write about McKinsey 7S strategy framework. (OR) Management's response to E-commerce and E-business are based on the external environmental factors. Discuss those external environmental factors. R15-Sup-2021Dec	A5632.1	L2
10)	Berryman, McDonald and Wilson has identified a useful framework for identifying five different types of location of trading in the electronic marketplace. (OR) Enumerate the locations for trading in the marketplace in E-business. R15-Sup-2021Dec	A5632.1	L2
11)	Explain about Eight key elements of the business model of the organization's e-business strategy.	A5632.1	L2

UNIT- I Question Bank Contd..

#	Descriptive Answer Question	Course Outcomes	Blooms Level
12)	Describe some alternative revenue models for a web site from a magazine publisher.	A5632.1	L2
13)	Explain about auction business models.	A5632.1	L2
14)	Discuss the challenges of internet based start-up companies. R15-Sup-2021Dec	A5632.1	L2


YOU CAN DO IT

Best Of Luck