COMSATS University Islamabad (Lahore Campus)

Class Assignment 2– SPRING 2025

Course Title:	Applications of ICT	Course Code:	CSC-101	Credit Hours:	2,1
Course Instructor/s:	Maham Saleem	Program Name:	BSE-A,B		
Date		**Maximum Marks:**	**10**		

Question 1: **CLO:3 < Describe the fundamental concepts of ICT domains>, Taxonomy <Understanding>**

E-Commerce and Its Impacts

1. E-Commerce

- **Overview:** Provide a short definition and importance of E-Commerce.
- **Business Applications (Give two applications** such as **B2B E-Commerce, B2C E-Commerce**, etc**)**
- **Global Trends (Give two trends** such as **Mobile Commerce, AI in E-Commerce)**

2. Impacts of E-Commerce

Note: explain each point briefly in 4-5 lines with one example.

- **Impact on Market & Retailers**
- **Impact on Supply Chain Management**
- **Impact on Employment**
- **Impact on Customers**
- **Impact on Environment**
- **Impact on Traditional Retail**

3. Distribution Channels

Note: explain each point briefly in 4-5 lines with one example.

- **Direct-to-Consumer (DTC)**
- **Online Marketplaces**
- **Dropshipping**
- **Subscription Services**
- **Social Commerce**

Formatting and Submission Requirements

✔ **Font & Spacing:** Times New Roman, 12pt, 1.5 spacing
✔ **File Format:** PDF or Word
✔ **Title Page:** Name, Roll Number, Course Name, Submission Date
✔ **Deadline:** Submit before the given deadline