

Lecture-01

1. Define the term E-commerce.

Ans:

E-Commerce Definition:

- Electronic commerce (e-commerce) refers to companies and individuals
- that buy and sell goods and services over the internet.
- E-commerce operates in different types of market segments
- and can be conducted over computers, tablets, smartphones, and other smart devices.

There is no physical contact/interaction between seller and the buyer because purchase are done online.

E-commerce adopts the best use of Technology to meet customer demand.

2. What are the advantages and disadvantages of E-commerce?

Ans:

Advantages:

Consumer	Companies
1. Faster buying and selling procedures.	1. No need for physical company set-ups.
2. Buying / Selling 24/7.	2. Easy to start and manage a business.
3. No geographical limitations.	3. Affordable advertising and marketing.
4. Product and price comparison.	4. Low operational cost and better quality of services.
5. Several payment modes.	
6. Eliminate travel time and cost.	

Customers can easily select products from different providers without moving around physically.

Limitation / Disadvantages:

Consumer	Companies
1. Lack of universally accepted security standards.	1. Huge technological cost.
2. Lack of privacy, Security.	2. Any-one, good or bad can easily start a business.
3. There is no guarantee of product quality.	3. There are many hackers who look for opportunities.
4. Sometimes the delivery of goods can be delayed.	4. High shipping cost
5. Many goods can not be purchased online.	6. Cost of packaging. 7. Employee cost, Huge advertising cost

3. Write about different types of e-commerce business models.

Ans:

Types of E-commerce Depending on the goods, services, and organization of an ecommerce company, the business can opt to operate several different ways.

Here are several of the popular business models.

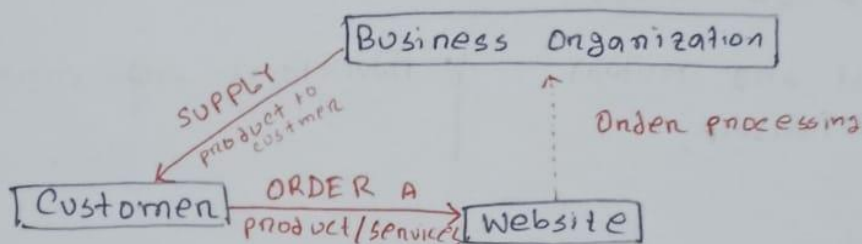
- **Business-to-Consumer (B2C)**
- **Business-to-Business (B2B)**
- **Business-to-Government (B2G)**
- **Consumer-to-Consumer (C2C)**
- **Consumer-to-Business (C2B)**
- **Consumer-to-Government (C2G)**

B2C:

When a company sells good ~~or~~ products and services to the customer via online medium that is called B2C mode.

That means B2C is a type of business model where business sells to customer/consumer.

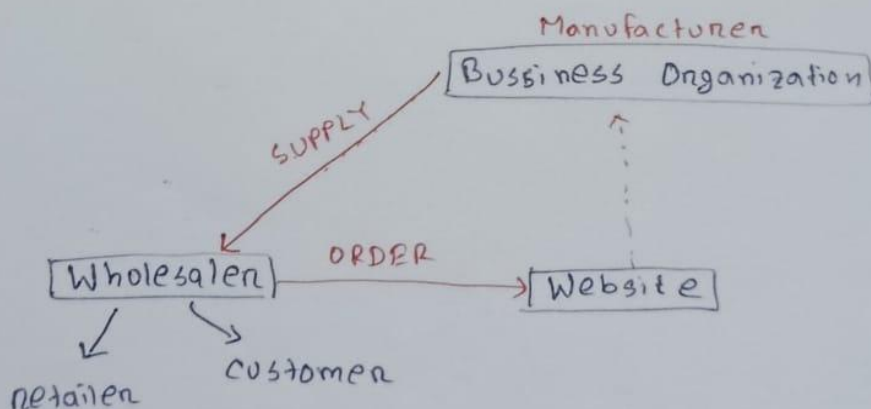
Ex: Amazon, E-bay, Esty and Facebook marketplace.



B2B:

→ is a transaction on business conducted between one business to another, such as wholesaler and retailer.

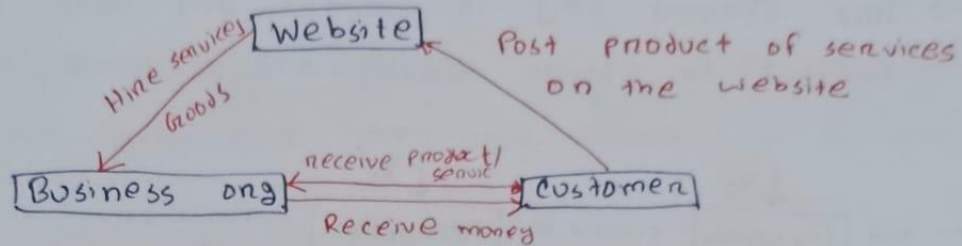
Ex: Alibaba, Oracle, E-stel.com



C2B:

is a type of business model where consumer offer product, services or information to business

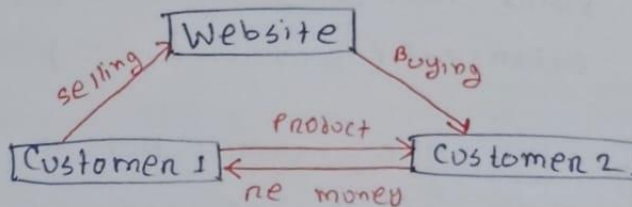
Ex: Freelancer, Fiverr, Upwork



C2C:

It means that a ^{consumer} ~~customer~~ would contact a business in search for suitable customer

Ex: e-bay, OLX



B2B (Business to Business)	B2C (Business to Consumer)
→ Selling of goods & services b/w two business entities.	→ Transaction in which business sells goods & services to customer.
→ Customer is Company.	→ Customer is End User.
→ Large Quantity	→ Small Quantity
→ Supplier - Manufacturer Manufacturer - Wholeseller Wholeseller - Retailer.	→ Retailer - Customer.
→ Long term relationship.	→ Short term relationship.
→ Buying decision is planned & logical based on needs.	→ Buying decision is emotional & based on desire.
→ Trust & Mutual Relationship.	→ Advertising & Promotion.

4. Explain with the figure B2C model and give an example.
5. What is the difference between E-commerce and Traditional commerce?

E-Commerce Processes

1. Accept orders
2. Process data
3. Provide the product to the customer
4. Process payment and send invoice
5. Ask for a review
6. Customer Support

What is the difference between E-commerce and Traditional commerce?

TRADITIONAL COMMERCE		E-COMMERCE
Meaning	Traditional commerce is a traditional approach to buy goods and services in person which involves face to face dealing	
Accessibility	Limited Time	24×7×365
Scope	Restricted to a definite area	Across the globe
Payment	Cash, Debit or Credit card, cheque, etc.,	Debit or Credit card, NEFT or Cash on Delivery (COD) etc.,
Delivery of products	Instantly	Takes some time
Customer interaction	Face-to-face	Screen-to-face
Scope of business	Limited to particular area.	Worldwide reach