

SIR SYED UNIVERSITY OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF SOFTWARE ENGINEERING

FACULTY OF BASIC AND APPLIED SCIENCES

ASSIGNMENT# 03

Spring 2021 Batch: 2019

1. What are the Types of Ecommerce Applications Available in the IT industry?

ANSWER:

1. Retail and Wholesale

Ecommerce has numerous applications in this sector. E-retailing is basically a B2C, and in some cases, a B2B sale of goods and services through online stores designed using virtual shopping carts and electronic catalogs.

2. Online Marketing



It helps marketing activities like fixing price, negotiating, enhancing product features, and building strong customer relationships.

3. Manufacturing

Supply chain operations also use ecommerce; usually, a few companies form a group and create an electronic exchange and facilitate purchase and sale of goods, exchange of market information, back office information like inventory control, and so on.

2. What are Two Advantages of Electronic Commerce over Traditional Commerce?

ANSWER:

-  The first advantage is that the low investment cost, we don't need to rent or buy any physical shop just show your product to the website and there you go.
-  The second advantage is that it save the time you just have to visit the website or application choose your product and pay for it.

3. What are the Possible Drawbacks of Electronic Commerce?

ANSWER:

- ✚ People have to rely on the images to purchase products. Sometimes you buy the product but in the end that is not match to the image they have shown you in website.
 - ✚ People fear to provide their personal and financial information although they give you some satisfaction but people don't want to trust them.
4. How does Web Marketing create a more personalized approach than Radio or Television Advertising?

In this era everyone has their own smartphones, everyone using some websites for the owner of the product is web marketing is more approachable rather than radio or television. Nowadays people spend more time on their phone instead of radio or television, they are using minimum one or two social media platforms where they can easily see an advertising of the product or if they interested they visit their websites too.

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5. Explain the term "web Hosting"?

ANSWER:

Web Hosting: the term web hosting is define as it is a process of buying or renting space to house a website on the World Wide Web or you can say that they give you access to run your website on internet server.