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| **ESSION** | **june/JULy 2023** |
| **PROGRAM** | **BACHELOR of business administration (BBA)** |
| **SEMESTER** | **V** |
| **course CODE & NAME** | **DBB3113 – e-Commerce** |
| **CREDITS** | **4** |
| **Number OF ASSIGNMENTS & Marks** | **02****30 Marks each** |

**Assignment Set – 1**

**1. Define e-commerce. Explain its advantages and disadvantages.**

**Ans 1.**

**E-commerce Definition**

E-commerce, or electronic commerce, refers to the buying and selling of goods or services using the internet, as well as the transfer of money and data to complete these transactions. Historically linked to business-to-business (B2B) or business-to-consumer (B2C) sales, e-commerce now encompasses a wide range of transaction types, including consumer-to-consumer (C2C) and peer-to-peer transactions. With advancements in technology, e-commerce has become an integral part of the global economy, influencing both consumer behavior and business strategies. It leverages digital

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**2. Explain in detail the main functions of e-commerce.**

**Ans 2.**

**E-commerce in India: Main Functions**

E-commerce, short for electronic commerce, refers to the activity of buying and selling products or services using electronic means, primarily over the Internet. It's a mode of business that has seen exponential growth, especially in countries like India where digital adoption has surged in recent years. Here, we will delve into the main functions of e-commerce in the Indian context.

**1. Product Discovery and Showcasing:** E-commerce platforms enable businesses to showcase a diverse range of products to a vast audience. Traditional brick-and-mortar stores have limited shelf

**3. Explain the main business models in detail.**

**Ans 3.**

E-commerce has been an influential game-changer in the global business landscape. It has reshaped the way business transactions are conducted and goods and services are marketed. When talking specifically about India, e-commerce has observed an unprecedented surge due to factors like increasing internet penetration, smartphone usage, and demographic changes. Here, we’ll explore the main e-commerce business models in India:

**1. B2C (Business to Consumer)**:

**Definition**: In B2C e-commerce, businesses sell products or services directly to individual

**Assignment Set – 2**

**1. Explain the process of cryptography in detail.**

**Ans 1.**

**Cryptography in E-Commerce: A Detailed Analysis**

In the contemporary digital age, especially within the domain of e-commerce, the significance of cryptography is unparalleled. Derived from the Greek words 'kryptos' and 'graphein', which mean 'hidden' and 'writing', respectively, cryptography is essentially the art of securing communication.

**The Basic Principle**: At its core, cryptography involves converting readable data, termed as plaintext, into an encoded version called ciphertext. This encoding can only be reverted to its

**2. What do you mean by e-marketing? Differentiate it with traditional marketing.**

**Ans 2.**

**E-marketing**:

E-marketing, often referred to as online marketing or digital marketing, is the practice of marketing goods, services, and brands over the internet. E-marketing utilizes various electronic channels, such as search engines, social media platforms, email, and more, to reach a target audience. It takes advantage of the digital nature of the internet to promote products and services to a global audience in real-time.

E-marketing is crucial in the digital age, given the increasing reliance of consumers on online

**3. What do you mean by m-commerce? Explain the main components of M-commerce**

**Ans 3.**

**M-Commerce: An Overview**

M-commerce, or mobile commerce, refers to the buying and selling of goods and services through wireless handheld devices, such as smartphones and tablets. It represents an evolution of e-commerce, enabling people to conduct business transactions anytime and anywhere, bypassing the need for a stationary internet connection. With the widespread adoption of mobile devices in India, M-commerce has seen a significant surge, reflecting a transformative shift in the way Indian consumers shop and transact.