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| **SESSION** | **July 2023** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DITF401- E-COMMERCE** |
| **CREDITS** | **04** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 MARKS EACH** |

**Assignment Set – 1**

**1 a. Explain media convergence in e-commerce.**

**Ans 1a.**

**Media Convergence in E-commerce**

Media convergence refers to the merging or integration of different media forms and technologies. Historically, media channels operated independently – newspapers, magazines, television, radio, and the internet were distinct entities. With convergence, however, these

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**1b. Describe the origin of e-commerce in India.**

**Ans 1b.**

**Origin of E-commerce in India**

The journey of e-commerce in India is a fascinating tale of rapid adaptation, innovation, and growth.

1. **Initial Phase**: E-commerce in India began in the late 1990s with the emergence of websites like Rediff and Indiatimes shopping. These were simple platforms,

**2a. Describe the hierarchy of Internet.**

**Ans 2a.**

**Hierarchy of the Internet**

The Internet, often referred to as the global network of networks, is structured in a hierarchical manner that allows for the vast interconnectivity and robustness we witness today. At each level of this hierarchy, specific tasks are performed and specific technologies

**2b. What is web server software? Discuss its features.**

**Ans 2b.**

**Web Server Software**

Web server software is a type of software that enables a computer to host a website and serve its content to users over the Internet. It listens to requests from web browsers, processes these requests, and then delivers the appropriate web page to the user's browser. Popular examples

**3a. Explain the difference between the conventional design and e-organization.**

**Ans 3a.**

**Difference between Conventional Design and E-organization:**

The advent of digital transformation has led to significant shifts in the way organizations function. The differences between conventional design and e-organization primarily revolve around structure, technology, and overall business approach.

**3b. Describe the stages of e-Commerce Sales Life Cycle.**

**Ans 3b.**

**Stages of e-Commerce Sales Life Cycle:**

The e-Commerce Sales Life Cycle describes the process from a potential customer first learning about a product to the final purchase. It’s a roadmap for understanding the journey of a consumer.

1. **Awareness**:

At this stage, potential customers become aware of a product or service. This can be through

**Assignment Set – 2**

**4(a) Explain the security threats in the e-commerce.**

**Ans 4(a)**

**Security Threats in E-commerce:**

E-commerce has become an essential component of the global retail framework, with many consumers preferring online shopping due to its convenience. However, the rising prevalence of e-commerce has also attracted cybercriminals, leading to several security threats.

1. .

**4(b) Describe the ways to manage e-commerce security.**

**Ans 4(b) Ways to Manage E-commerce Security:**

1. **Use of SSL Certificates**: Secure Socket Layer (SSL) certificates encrypt the data between the user’s browser and the e-commerce site, ensuring that any data transferred remains confidential and integral.

**5a.Describe risk assessment and control in eCommerce.**

**Ans 5a.**

**Risk Assessment and Control in eCommerce**

E-commerce, or electronic commerce, refers to the buying and selling of products or services over the Internet. With the vast reach and relative ease of starting an e-commerce business, it has become a popular choice for many entrepreneurs. However, like any other business, e-

**5b. Difficulties involved in the implementation of EDI.**

**Ans 5b.**

**Difficulties involved in the implementation of EDI:**

Electronic Data Interchange (EDI) refers to the computer-to-computer exchange of business documents in a standardized electronic format between business partners. While EDI can streamline operations and reduce costs, there are challenges associated with its

**6a. Discuss key EDI standards.**

**Ans 6a.**

**a. Key EDI Standards:**

Electronic Data Interchange (EDI) is the exchange of structured business data between computer applications of business partners. Over the years, several EDI standards have been developed to support the interchange of data across diverse industries. These standards ensure

**6b. Enumerate the importance of e-marketing.**

**Ans 6b.**

**Importance of e-Marketing:**

E-marketing, often known as internet marketing or online marketing, refers to advertising and marketing efforts that use the web and email to drive direct sales via electronic commerce, in addition to sales leads from websites or emails. E-marketing has grown in prominence due to