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| **SESSION** | **APRIL-2024** |
| **PROGRAM** | **BBA** |
| **SEMESTER** | **V** |
| **COURSE CODE & NAME** | **DBB3113 – E-COMMERCE** |
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**Assignment Set – 1**

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

**Ans 1.**

Electronic commerce, also known as electronic commerce, is the trading and buying of goods and services on the internet. It covers a broad range of commercial activities, such as electronic payment, online retail online auctions, internet banking, and ticketing online. E-commerce platforms offer a virtual marketplace in which consumers and businesses are able to interact,

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

**Ans 2.**

**Main Functions of E-Commerce**

E-commerce is a multifaceted platform that allows for a variety of business operations through digital channels. The primary functions of e-commerce include a variety of activities that simplify and improve the efficiency of commercial processes that range from customer interaction to back-end logistics. These are the most important advantages of e-commerce

**1. Online Marketing and Advertising**

E-commerce platforms offer a variety of tools for advertising and marketing online that allow

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

**Ans 3.**

**Main Business Models in E-Commerce**

E-commerce is governed by a variety of business models that describe the interactions between customers, businesses, as well as other parties. These models are able to meet different markets and their needs and provide frameworks to conduct online businesses. These are the most popular business models for e-commerce:

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

B2C model is the most common. B2C type of model is most popular that involves the exchange

**Assignment Set – 2**

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

**Ans 4.**

**The Process of Cryptography**

The practice of protecting information by the use of mathematical methods. It makes sure that data is secured from access by unauthorized persons and manipulation, ensuring confidentiality integrity, authenticity, and integrity. The process of cryptography has various key elements and stages that are essential for keeping data secure.

**1. Encryption**

The process of encryption involves changing plain text into ciphertext by using an algorithm and

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

**Ans 5.**

E-marketing, also referred to by the name of digital marketing is the implementation of marketing principles and methods through digital media, specifically the internet. It covers a variety of actions aimed at promoting products and services via online channels. E-marketing encompasses practices like SEO (search engine optimization (SEO) as well as content marketing,

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

**Ans 6.**

**M-Commerce**

M-commerce, also known as mobile commerce is the purchase and selling of products and services via mobile devices like tablets and smartphones. It is a part of e-commerce which makes use of technology that is mobile to provide customers with easy and convenient shopping experience. M-commerce covers a variety of activities that include mobile banking, payment via mobile, shopping on mobile, and other services that are based on location. The explosive growth