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| **SESSION** | **MARCH 2024** |
| **PROGRAM** | **BACHELOR OFCOMPUTER APPLICATIONS (BCA)** |
| **SEMESTER** | **V** |
| **COURSE CODE & NAME** | **DCA3143 - E COMMERCE** |
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**Set-I**

**1. Discuss the different type of E Commerce model in details. Provide suitable example for each mode.**

**Ans 1.**

**E-Commerce Models: An Overview**

Electronic commerce, also known as electronic shopping refers to the purchasing and selling of goods or services using the internet, as well as the transfer of money and data to execute these transactions. As the digital world continues to evolve, many different models of e-commerce have been developed with different models that meet demands of the market and consumer behaviours. Below, we delve into the various types of ecommerce models and offer examples of each to illustrate their uses.

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

It is the B2C type is by far the most common type of e-commerce, in which companies are

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**2. How E-business is different from E-commerce? Explain their advantages and disadvantages.**

**Ans 2.**

**E-business vs E-commerce: Differences, Advantages, and Disadvantages**

In the digital age of today, the terms E-business and E-commerce are often used interchangeably, yet they both encompass different aspects of the digital business environment. Understanding the distinctions between these two is vital for taking advantage of their distinct advantages while minimizing any potential disadvantages.

**Differences Between E-business and E-commerce**

Electronic business, also known as electronic business refers to the total integration of all

**3. Discuss the importance of E Marketing. Differentiate between Traditional vs Modern marketing**

**Ans 3.**

E-Marketing, also referred to as digital marketing, has changed the way that businesses take on and approach marketing. Through the use of digital technology marketing, it has allowed for the most efficient, efficient and wide-ranging reach in comparison to traditional strategies. In this study we will talk about the importance of e-marketing and delineate the key distinctions between modern and traditional marketing strategies.

**Importance of E-Marketing**

The term "e-marketing" refers to the application of marketing principles and techniques via

**Set-II**

**4. Discuss the various modes of payment in details. Provide suitable examples for each type**

**Ans 4.**

In today's competitive and fast-paced environment and ever-changing marketplace, the range of methods of payment provides customers as well as businesses with the option to complete transactions quickly and safely. These options cater to different requirements and preferences, while facilitating ease of transactions across different platforms and borders. This guide will explore the various types of payment methods, presenting specific information and examples of each.

**Cash Payments**

The oldest and most basic kind of payment is through cash. Despite the digital revolution, cash

**5. What is SPM? Explain their various goals and functionality.**

**Ans 5.**

SPM which is also known as Software Performance Management, is an important aspect of software engineering. It focuses on enhancing and managing efficiency of applications. SPM includes a range of practices and tools designed so that applications perform well under their expected workload conditions. This holistic approach not only enhances the user experience but

**6. Explain the WAP architecture in detail with the help of suitable diagram.**

**Ans 6.**

Wireless Application Protocol (WAP) is a protocol stack used for wireless communication networks that allows connections to Internet and other services via mobile phones and handheld devices. It was developed to provide an experience similar to that of the web but optimized for the distinctive features of mobile devices and wireless systems.

**WAP Architecture Components**

1. **WAP Client**: This is typically a mobile device with the WAP browser that is capable processing and interpreting data coded using Wireless Markup Language (WML) The