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| **SESSION** | **MARCH 2024** |
| **PROGRAM** | **B.COM** |
| **SEMESTER** | **V** |
| **COURSE CODE & NAME** | **DCM3104 – E-COMMERCE** |
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**Assignment Set – 1**

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

**Ans 1.**

**E-Commerce**

E-commerce, short for electronic commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. It is primarily performed over computers, smartphones, and other smart devices. Essentially, e-commerce allows consumers to electronically exchange goods and services with no barriers of time or distance.

**Advantages of E-Commerce**

**1. Convenience**

E-commerce enables shopping from anywhere and at any time. The convenience it offers is

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

**Ans 2.**

**Main Functions of E-Commerce**

E-commerce, as a transformative way to conduct business, encompasses various functions that streamline and facilitate both buying and selling processes on digital platforms. Below are the main functions of e-commerce, which not only enable transactions but also enhance the efficiency and reach of businesses.

**1. Online Marketing and Promotion**

**Promotion and Awareness**

One of the primary functions of e-commerce is to promote products and services online.

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

**Ans 3.**

**Main Business Models in E-Commerce**

E-commerce encompasses various business models that cater to different market needs and customer bases. These models outline how businesses operate, interact with customers, and generate revenue. Here, we explore the main e-commerce business models in detail.

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

The Business-to-Consumer (B2C) model is the most common e-commerce model, involving

**Assignment Set – 2**

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

**Ans 4.**

**The Process of Cryptography**

Cryptography is a complex field of study that encompasses the techniques for secure communication in the presence of third parties known as adversaries. It is a crucial element in the security of data transactions, especially in the realms of e-commerce and digital communications. The process of cryptography involves various methods and protocols to ensure that information is kept confidential, has its integrity unimpaired, and is available to

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

**Ans 5.**

**Definition of E-Marketing**

E-marketing, or electronic marketing, refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms e-marketing, Internet marketing, and online marketing are often interchanged, and can often simply mean the use of digital tools to design, promote, manage, and improve the sales of products or services. E-marketing includes the use of web and email to advertise and improve customer

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

**Ans 6.**

**Definition of M-Commerce**

M-commerce, or mobile commerce, refers to the buying and selling of goods and services through wireless handheld devices such as smartphones and tablets. As an extension of e-commerce, m-commerce enables users to access online shopping platforms without needing to use a desktop computer. This form of commerce leverages the widespread use of mobile devices to provide consumers with the ability to shop from anywhere at any time. The increasing availability of internet access on mobile devices has propelled the growth of m-