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| **SESSION** | **JUL-AUG 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.**

E-commerce, or electronic commerce, refers to the buying and selling of goods and services through digital platforms and the internet. It encompasses a wide range of activities, including online retail, electronic transactions, digital marketing, and online banking. E-commerce platforms serve as virtual marketplaces, enabling businesses and consumers to interact seamlessly without the constraints of physical location.

**Advantages of E-commerce**

**Convenience and Accessibility** E-commerce operates 24/7, allowing customers to shop anytime, anywhere. This convenience eliminates geographical barriers, making products

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

**Ans 2.**

**Main Functions of E-commerce**

E-commerce serves as a transformative platform that facilitates various business activities through digital means. Its functions encompass a range of processes that enhance the buying, selling, and management of goods and services. Here are the main functions of e-commerce in detail:

**1. Online Buying and Selling** At its core, e-commerce enables businesses to sell products and services online while allowing customers to browse, select, and purchase with ease. This process includes presenting product catalogs, enabling search and filter options, and providing

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

**Ans 3.**

**Main Business Models in E-commerce**

E-commerce operates through various business models, each designed to cater to specific markets and objectives. These models define the nature of interactions between businesses, consumers, and other stakeholders. The main e-commerce business models are explained in detail below:

**1. Business-to-Business (B2B)** The B2B model involves transactions between businesses. Companies use e-commerce platforms to buy and sell goods or services in bulk. For example, a manufacturer may sell raw materials to a wholesaler or retailer. B2B platforms, such as

**Assignment Set – 2**

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

**Ans 4.**

**The Process of Cryptography**

Cryptography is the science of securing information by converting it into an unreadable format, ensuring confidentiality, integrity, and authentication during communication. It protects data from unauthorized access or alteration by using algorithms and encryption techniques. The cryptographic process consists of several steps, each designed to safeguard sensitive information effectively. Below is a detailed explanation of the cryptographic process:

**1. Plaintext and Encryption** The process begins with plaintext, the original readable data or

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

**Ans 5.**

**E-Marketing**

E-marketing, or electronic marketing, refers to the use of digital technologies and online platforms to promote products or services, engage with customers, and achieve business goals. It encompasses various strategies such as email marketing, social media advertising, search engine optimization (SEO), pay-per-click (PPC) campaigns, and content marketing. E-marketing leverages the internet and digital devices to create personalized, interactive, and measurable marketing campaigns.

The primary aim of e-marketing is to reach a global audience, enhance brand visibility, and

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

**Ans 6.**

**M-Commerce**

M-commerce, or mobile commerce, refers to the buying, selling, and exchanging of goods and services through mobile devices such as smartphones and tablets. It is an extension of e-commerce that leverages mobile technology to enable transactions anytime and anywhere. M-commerce includes activities like mobile banking, online shopping, digital payments, app-based services, and mobile ticketing. With the increasing adoption of smartphones and improved mobile internet connectivity, m-commerce has become a critical part of modern