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| **SESSION** | **JULY-AUGUST 2024** |
| **PROGRAM** | **BACHELOR OF COMMERCE (B.COM)** |
| **SEMESTER** | **V** |
| **COURSE CODE & NAME** | **DCM3104 E-COMMERCE** |
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**Set – 1**

**1. Define e-commerce. Explain its advantages and disadvantages. 2+4+4**

**Ans 1.**

**Definition of E-Commerce**

E-commerce, short for electronic commerce, refers to the buying and selling of goods and services through electronic platforms, primarily the internet. It encompasses a wide range of activities, including online shopping, digital payments, internet banking, online ticketing, and more. E-commerce has transformed traditional business practices by enabling transactions across borders and time zones, providing convenience and efficiency to both consumers and businesses.

**Advantages of E-Commerce**

One of the primary advantages of e-commerce is its accessibility. Unlike physical stores with

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

**Ans 2.**

**Online Retailing and Shopping**

The primary function of e-commerce is to facilitate online retailing and shopping. It provides customers with a platform to browse, select, and purchase products or services without needing to visit a physical store. This process is supported by user-friendly interfaces, product categorization, and search functionalities, enabling customers to find what they need quickly and efficiently. Secure payment gateways ensure smooth transactions, while features

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

**Ans 3.**

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

The Business-to-Consumer (B2C) model is the most common form of e-commerce, where businesses sell products or services directly to individual consumers. This model includes online retail stores, subscription services, and digital goods providers. B2C transactions are characterized by a relatively short sales cycle, as the decision-making process involves fewer

**Set – 2**

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

**Ans 4.**

**Introduction to Cryptography**

Cryptography is the science of securing information through the use of mathematical algorithms and techniques. It ensures the confidentiality, integrity, authenticity, and non-repudiation of data during transmission or storage. Cryptography is widely used in e-commerce, online banking, and communication systems to protect sensitive information such

**5. Describe the e-marketing. Differentiate it from traditional marketing. 2+8**

**Ans 5.**

**Definition of E-Marketing**

E-marketing, or electronic marketing, refers to the use of digital platforms and internet-based tools to promote products and services to consumers. It encompasses various online channels such as social media, search engines, email, and websites to reach and engage with target audiences. E-marketing leverages technology and data analytics to deliver personalized marketing campaigns, enabling businesses to measure their effectiveness in real-time. It has

**6. Define the m-commerce. Explain the main components of M-commerce. 2+8**

**Ans 6.**

**Definition of M-Commerce**

M-commerce, or mobile commerce, refers to the buying and selling of goods and services through mobile devices such as smartphones and tablets. It is a subset of e-commerce that leverages mobile technology to provide consumers with a convenient and accessible platform for conducting transactions. M-commerce includes activities like online shopping, mobile banking, ticket booking, and digital payments, offering users the flexibility to conduct