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| **SESSION** | **FEB-MARCH 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **4** |
| **COURSE CODE & NAME** | **DISM402 E-COMMERCE** |
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**Assignment Set – 1**

**Q1. Explain the concept of e-commerce. Further explain the various domains of E-Commerce**

**Ans 1.**

**Concept of E-Commerce**

E-commerce, or electronic commerce, refers to the buying and selling of goods and services over the internet. It involves a wide range of activities including online retail, electronic payments, supply chain management, digital marketing, and customer support. E-commerce platforms enable businesses and consumers to transact without the need for physical interaction. It leverages digital technologies such as websites, mobile applications, and electronic payment systems to streamline and automate commercial transactions.

The rise of the internet and mobile technologies has significantly transformed traditional

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**Q2. Explain in detail the seven layers of the OSI Model 10**

**Ans 2.**

**OSI Model**

The OSI (Open Systems Interconnection) model is a conceptual framework developed by the International Organization for Standardization (ISO) that standardizes the functions of a telecommunication or computing system. It is divided into seven distinct layers, each responsible for specific functions in the process of transmitting data over a network. The OSI model serves as a guide for designing and understanding how network protocols and

**Q3. What are the major security threats in e-commerce? Discuss their potential impact on businesses. 5+5**

**Ans 3.**

**E-Commerce Security Threats**

As e-commerce continues to expand globally, security has become a critical concern. With sensitive customer information, financial transactions, and proprietary business data being exchanged online, the risk of cyber threats has grown significantly. E-commerce security threats refer to any malicious activity that aims to compromise the confidentiality, integrity,

**Assignment Set – 2**

**Q4. Analyse different modes of electronic payments and their suitability for various e-commerce transactions. 10**

**Ans 4.**

**Electronic Payment Modes**

Electronic payment systems are the backbone of modern e-commerce. These systems allow consumers and businesses to transfer money digitally in a secure, efficient, and convenient manner. The growth of e-commerce platforms has led to the emergence of various electronic payment methods, each with its unique features, security protocols, and areas of suitability. Selecting the appropriate mode of payment is essential for both customer satisfaction and

**Q5. Define e-marketing and discuss its scope in the digital era. 4+6**

**Ans 5.**

**E-Marketing and Discuss Its Scope in the Digital Era**

**Definition of E-Marketing**

E-marketing, also known as digital marketing or online marketing, refers to the use of electronic channels to promote products, services, or brands to consumers. It utilizes the internet, social media, search engines, mobile apps, email, and other digital platforms to connect with customers. E-marketing allows for real-time engagement, targeted communication, and data-driven campaigns, offering businesses more effective ways to reach

**Q6. Explain the concept of M-commerce and its potential impact on the future of e-commerce. 10**

**Ans 6.**

**M-Commerce**

M-commerce, or mobile commerce, refers to the buying and selling of goods and services using mobile devices such as smartphones and tablets. It is an extension of e-commerce that enables users to conduct transactions anytime and anywhere, leveraging mobile internet connectivity and applications. With the proliferation of mobile devices, m-commerce has