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| **SESSION** | **FEBRUARY- MARCH,2025** |
| **PROGRAM** | **BBA** |
| **SEMESTER** | **V** |
| **COURSE CODE & NAME** | **DBB3113 E-COMMERCE** |
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**Assignment Set – 1**

**Q1. Define e-commerce. Explain its advantages and disadvantages. 2+4+4**

**Ans 1.**

**Definition of E-Commerce**

E-commerce, or electronic commerce, refers to the buying and selling of goods, services, and information over electronic networks, primarily the Internet. It encompasses a wide range of online business activities for products and services, including B2B (business-to-business), B2C (business-to-consumer), C2C (consumer-to-consumer), and C2B (consumer-to-business) models. E-commerce also includes online banking, online ticketing, and digital payments. It

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**Q2. Explain in detail the main functions of e-commerce. 10**

**Ans 2.**

**E-Commerce Functions**

E-commerce involves multiple interrelated functions that facilitate the buying, selling, and exchange of goods and services over digital platforms. These functions encompass a wide range of technological, commercial, and managerial activities that enable smooth business transactions and customer engagement online.

**Buying and Selling of Goods and Services**

The core function of e-commerce is the buying and selling of goods and services through online

**Q3. Explain the main business models in detail.**

**Ans 3.**

**E-Commerce Business Models**

E-commerce business models define how an organization delivers value to its customers and generates revenue online. These models vary based on the nature of transactions and the parties involved. Over time, multiple business models have evolved to serve different market needs, leveraging technology to provide products or services efficiently.

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

This is the most common and widely recognized e-commerce model. In B2C, businesses sell

**Assignment Set – 2**

**Q4. Explain the process of cryptography in detail. 10**

**Ans 4.**

**Cryptography**

Cryptography is the practice of securing information by transforming it into an unreadable format, known as ciphertext, which can only be understood by someone possessing a decryption key. It is a fundamental technology used in e-commerce to protect sensitive information such as credit card numbers, personal data, and login credentials from

**Q5. What do you mean by e-marketing? Differentiate it with traditional marketing.**

**Ans 5.**

**Meaning of E-Marketing**

E-marketing, also known as digital marketing or online marketing, refers to the process of promoting, advertising, and selling products or services using digital technologies and the internet. It involves the use of websites, email campaigns, social media platforms, search engines, and mobile apps to connect with current and potential customers. E-marketing allows businesses to track user behavior, personalize content, and reach a wider audience at relatively

**Q6. What do you mean by m-commerce? Explain the main components of M-commerce?**

**Ans 6.**

**Meaning 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. It is a subset of e-commerce that allows users to perform commercial transactions anywhere and anytime using mobile applications or mobile-optimized websites. M-commerce has gained immense popularity with the rapid penetration of mobile internet and smartphone usage, providing