

Course Name : O Level(B4-1st sem.)
Topic : E-commerce

Subject : ITT&NB
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Electronic commerce

Electronic commerce refers to wide range of online business activities for product and services. Electronic commerce or ecommerce is a term for any type of business, or commercial transaction that involves the transfer of information across the Internet. It allows consumers to electronically exchange goods and services with no barriers of time or distance. It is currently one of the most important aspects of the Internet to emerge.

E-COMMERCE MODELS

There are four main types of ecommerce models that can describe almost every online commercial transaction that takes place between consumers and business.

BUISNESS TO CONSUMER (B2C)

In this model, an E-commerce website sells its products directly to a customer. A customer can view the products shown on the website. The customer can choose a product and order the same. **Example- Amazon, Flipkart, Snapdeal etc.**

BUISNESS TO BUISNESS (B2B)

In B2B business model, a company sells its products to an intermediate buyer. The intermediate buyer then sells its products to the final customer. As an example, a wholesaler receives an order from a retailer. After receiving the consignment, the retailer sells the product to the customer who comes to buy the product at one of its retail outlets. **Example-Alibaba.com, IndiaMart.com**

CONSUMER TO CONSUMER (C2C)

A C2C business models helps consumers to sell their assets like residential property, cars, motorcycles etc or rent a room by publishing their information on the website. **Example-OLX, Quikr, 100acres etc.**

CONSUMER TO BUISNESS (C2B)

In this model, a consumer approaches a website showing multiple business organizations for a particular service. For example, the comparison of interest rates of personal loan/car loan provided by various banks via websites. **Example- Cars24, Droom-QuickSell etc.**

NETIQUETTES

“Netiquettes” refers to internet etiquette. This simply means the use of good manners in online communication such as e-mail, forums, blogs and social networking sites. Some type of unethical behaviour is shown in the social or web world like online bullying, molestation and abuse due to lack of netiquette knowledge. Some of the prescribed netiquettes must be followed by a user:

- Always remember that whatever you write or post is seen across the entire world. So it should not hurt any other users.
- Always try to maintain the same behaviour on the internet as it is maintained in the real world.
- Always accept that anyone can be disagreeing with the given opinion.
- Respect other thoughts, emotions and ideas.
- Always remember that the user is responsible for destroying its own self reputation by just posting or writing a post or comment.
- Always recheck what post or comment before pressing the send button.

Exercise:

Write short notes on followings:

1. E-commerce
2. Netiquettes