

# E-COMMERCE AND DIGITAL MARKETS



**Brand:** Mehta Solutions  
**Product Code:** MBAIB-303  
**Weight:** 0.00kg

**Price: Rs600**

## Short Description

**E-COMMERCE AND DIGITAL MARKETS**

## Description

**E-COMMERCE AND DIGITAL MARKETS SOLVED PAPERS AND GUESS**

**Product Details: Guru Jambheshwar University of Science & Technology Hisar E-COMMERCE AND DIGITAL MARKETS**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

**RATING OF BOOK: EXCELLENT**

## **ABOUT THE BOOK**

### **FROM THE PUBLISHER**

If you find yourself getting fed up and frustrated with other **Guru Jambheshwar University of Science & Technology Hisar** book solutions now mehta solutions brings top solutions for **Guru Jambheshwar University of Science & Technology Hisar E-COMMERCE AND DIGITAL MARKETS** contains previous year solved papers plus faculty important questions and answers specially for **Guru Jambheshwar University of Science & Technology Hisar** .questions and answers are specially design specially for **Guru Jambheshwar University of Science & Technology Hisar** students .

**Please note: All products sold on mbabooksindia.com are brand new and 100% genuine**

- **Case studies solved**
- **New addition fully solved**
- **last 5 years solved papers with current year plus guess**

**PH: 07011511310 , 09899296811 FOR ANY problem**

**FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS**

**E-COMMERCE AND DIGITAL MARKETS**

## **Unit –I**

Introduction to E-commerce: Meaning, Scope, and Process of e-commerce; E-Commerce Framework; E-Commerce Business Models: Business to Business, Business to Consumer e-commerce, C2C, G2C, and various current e-commerce business models; Electronic Payment System: Types of e-payment system.

## **Unit-II**

Internet Advertising: Models of internet advertising, Banner advertisements, Sponsoring Content, Screensavers and Push Broadcasting, Corporate Web Site. Securing the Business on Internet: Types of Threats, Security Issues in E-commerce, Policy, Site Security, Protecting the network, firewalls, security the Web services; Securing Network Transaction: Cryptology, Digital Signatures, e-mail security, Security Protocols for web commerce. Cyber Laws including Information Technology Act.

## **Unit-III**

Electronic Data Interchange; Search Engines and Directory Services; E-Commerce: Influence on Supply Chain Management, Influence on Marketing. Online Shopping: Concept and Role of Confirmation, Perceived Risk, Website Quality, Perceived Ease of Use, Perceived Usefulness, Social Value and Perceived Enjoyment in Online Shopping using E-Commerce platform.

## **Unit-IV**

Nine Pillars of Digital India, DigiLocker, Safe Banking tips, eSign-Online Electronic Signature Service, National Payment Corporation of India, An overview of concepts: e-wallets, UPI, USSP, USSD, NEFT, RTGS, Mobile Banking