E-Commerce Viva Questions

E-Commerce (Electronic Commerce): E-Commerce is a subset of E-business is the purchasing, selling and exchanging of goods and services over computer network (Such as the internet) through which transactions or terms of sales are performed electronically.

Examples of E-commerce:
• Accepting credit cards for commercial online sales.
• Trading stock in an online brokerage account.
• Generating online advertising revenue.
• Selling to consumers on a pay-per-download basis through a web site.

Advantages of E-commerce:
1. It expands the market place in terms of both national and international.
2. Decreases the cost of creating processing, distributing, storing, and retrieving information.
3. It helps in creating highly specialized businesses.
4. It reduces the time between outlay of capital and receipt of products and services.
5. It lowers telecommunication cost.

Limitations of E-commerce:
 1. Lack of system security, reliability, standards and some communication protocols.
2. Insufficient bandwidth.
3. Rapidly changing software development tools.
4. Difficulty in integrating the e-commerce software with same existing applications and databases.
5. Incompatibility of same software with same hardware or operating system or other components.

E-Business (Electronic Business): E-business is in its simplest form, the conduct of business on the internet. It is a more generic term than E-commerce because it refers to not only buying and selling but also servicing customers and collaborating with business partners.

CLASSIFICATION OF E-COMMERCE:

E-commerce is classified into four categories.
(1) B2B (Business-to-business)
(2) B2C((Business-to-Consumer)
(3) C2B(Consumer-to-Business)
(4) C2C(Consumer-to-Consumer)

E-MARKETING E-Marketing also referred to as internet-marketing, web-marketing, online-marketing or eMarketing, is the marketing of products or services over the Internet. E-marketing means using digital technologies to help sell your goods or services.

E-BANKING: E-banking refers to electronic banking also known as online banking, is a service that allows customers to access their bank information, conduct financial transactions, make deposits, withdrawals and pay bills through the Internet without having to physically visit their bank.

Popular Services of E-banking :
1. Automated Teller Machines
2. Credit Cards
3. Debit Cards
4. Smart Cards
5. Electronic Funds Transfer (EFT) System
6. Cheques Truncation Payment System
7. Mobile Banking
8. Internet Banking

ADVANTAGES OF E-BANKING:
1. The operating cost per unit services is lower for the banks.
2. It offers convenience to customers as they are not required to go to the bank's Premises.
3. The customer can obtain funds at any time from ATM machines.
4. The credit cards and debit cards enables the customers to obtain discounts from retail outlets.
5. The customer can easily transfer the funds from one place to another place electronically.

MOBILE COMMERCE: Mobile commerce (M-Commerce) is defined as the buying and selling of products and services through the use of wireless mobile devices. It is a branch of electronic commerce, or e-commerce that is conducted over Internet-enabled wireless and/or hand-held devices. Mobile commerce is widely used to conduct promotional and financial activities.

Devices which support M-Commerce:

- Mobile phone
- PDA (Personal Digital Assistant)
- Smart phone-the smart phone combines mobile phone and PDA technology into one device.
- Laptop

E-LEARNING: E-Learning is learning utilizing electronic technologies to access educational curriculum outside of a traditional classroom. In most cases, it refers to a course, program or degree delivered completely online

Network: A group of computers and associated peripherals connected by a communications channel capable of sharing files and other resources between several users is called a Network.

Internet: A set of computer networks made up of a large number of smaller networks is called Internet. In other words, Internet is networks of networks.

Internet Service Provider (ISP): An internet service provider is a company that provides the user internet accesses, e-mail facilities and a number of other services.

Web Browser: A browser is an application that helps the user to interact with all the information on World Wide Web (WWW).

WWW: It is a collection of Hypertext pages, documents, graphics and multimedia on internet. It is a software application that makes it easy and possible to publish and browse hypertext documents on the Internet.

Protocol: In networking, the specification that defines the procedures to follow the transmitting and receiving data. In other words, a protocol is a set of rules used to communicate between the devices which are connected.

TCP/IP: (Transmission Control Protocol/Internet Protocol) It is a set of protocols developed to allow cooperating computers to share resources across a network.

HTTP: (Hyper Text Transfer Protocol) It is used on the Web to transfer Hyper Text documents. It is the most popular protocol in use today and is a standard form of communication between browsers and Web servers.

IP Address: IP is the protocol that provides rules to addressing and such addresses are known as IP Address.

Bandwidth: The amount of data the user can send through a network connection. Bandwidth is usually measured in bits per second (bps).

Encryption: A way of making data unreadable to everyone except the receiver.

Domain Name extension:

.edu	Servers that provide Educational services
.gov	Servers that provide information about the government of a country
.mil	Servers that provide Military information
.org	Servers that provide information about the organizations in the world
.com	Servers providing commercial services on the internet

MIME: (Multipurpose Internet Mail Extensions) An extension to the traditional Internet mail protocol that allows binary or non-text, files (i.e. graphics, executable, audio files etc.) to be sent as attachment to regular e-mail messages.

SHTTP: (Secured Hypertext Transfer Protocol)

SSL :- (Security Socket Layer)

Secure Electronic Transaction (SET) is a system that ensures the security and integrity of electronic transactions done using credit cards

HTML Tags:

`<html></html>`	Defines the beginning and end of HTML file
`<head></head>`	Defines the header of an HTML document
`<title></title>`	Defines the title of an HTML document. The title appears in the title bar of your browser window.
`<body></body>`	Defines the body of an HTML document. All of the content that appears on your page goes between these two tags.
`<h1></h1> . . . <h6></h6>`	Defines section headings. `<h1>` is the largest section heading and `<h6>` is the smallest section heading.
`<p></p>`	Text between these tags will be displayed as a paragraph. Most browsers separate paragraphs with a blank line.
`<b></b>`	The text will usually be displayed in **bold.**
`<i></i>`	The text will usually be displayed in **italics**
`<u></u>`	The text will usually be displayed with **underline**
`<a href="http://www.osmania.ac.in/"></a>`	Defines a hyperlink. Text between these tags will be highlighted. This highlighted text is a link to another web page.
`<font> </font>`	It is used to change the face, color & size of text.
`<img src="/somepicture.gif">`	Inserts a picture into the document
`<!-- This is a comment. -->`	Inserts a comment (i.e., text not interpreted or displayed by the web browser)