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Roll No :- 30

Subject Name :- Electronic Commerce (E-Commerce)

Subject code :- BCA-403

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Q-1. Explain Benefits of E-commerce to customer and Business.

→ Benefits of E-commerce for Customers:

- Convenience and Time-saving: Shop from anywhere, anytime, without the travel hassles. Browse, compare, and purchase products at your own pace.
- Wider Selection and Competitive Price: Access a vast array of products from global sellers, offer at competitive prices due to lower overhead costs for businesses.
- Easy Comparison and Research: Quickly compare features, prices, and customer reviews across different websites before making a purchase.
- 24/7 Availability: Stores are always open, allowing you to shop on your own schedule, even late at night or on holidays.
- Personalized shopping Experience: Many online stores offer personalized recommendation and targeted promotions based on your browsing history and purchase behavior.
- Faster Checkouts and Multiple Payment Options: Enjoy convenient and secure checkout option with various payment methods like credit cards, debit cards, and digital wallets.

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- **Easy Returns and Exchanges:** Most online stores offer hassle-free return and exchange policies, making it easier to shop with confidence.

Benefits of E-Commerce for Businesses:

- **Reduced Costs:** Lower overhead expenses compared to physical stores, including rent, utilities, and staffing.
- **Wider Market Reach:** Sell to customers worldwide, expanding your customer base beyond local limitations.
- **24/7 Operations:** Generate sales even when you're not physically present, thanks to automation and online availability.
- **Real-time Data and Insights:** Gain valuable data on customer behaviour and preferences through website analytics and online interactions.
- **Increased Efficiency:** Automate tasks like order processing, inventory management, and customer service, leading to improved efficiency.
- **Targeted Marketing and Promotions:** Reach specific customer segments with

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targeted online marketing campaigns, campaigns and promotions.

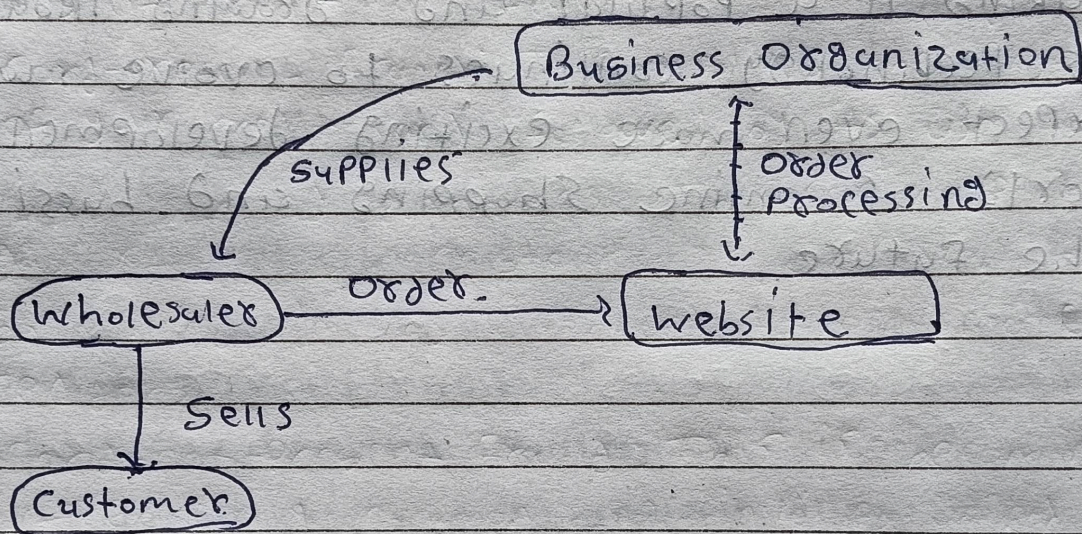
- **Global Expansion**: Enter new markets without the need for physical presence, reducing entry barriers.

All this here, e-commerce offers numerous benefits for both customers and businesses, making it a popular and growing industry. As technology continues to evolve, we can expect even more exciting developments in the world of online shopping and business in the future.

Q-2 Explain any four models of E-Commerce.

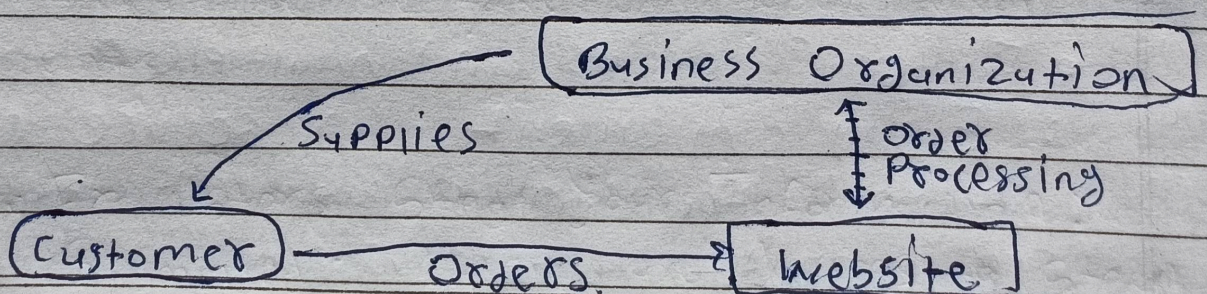
→ B2B (Business-to-Business)

- Exchange of Products, Services, or information between businesses.
- Typically involves organizations with similar negotiating powers.
- B2B Companies can target a broad range of industries or specialize in one.



B2C (Business-to-Consumer)

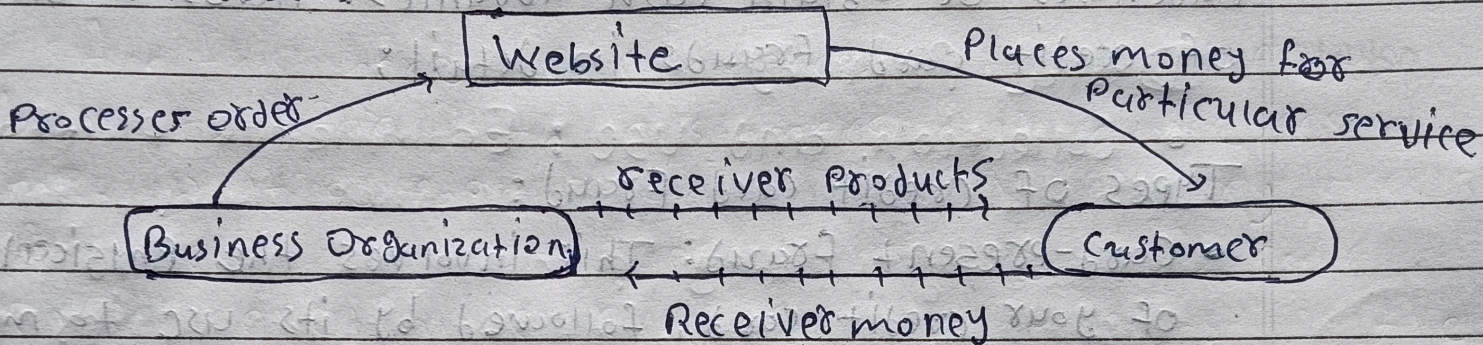
- Involves sales between online businesses and consumers.
- E-commerce sales predominantly occur over the internet.
- Offers a convenient online version of traditional retail experiences.



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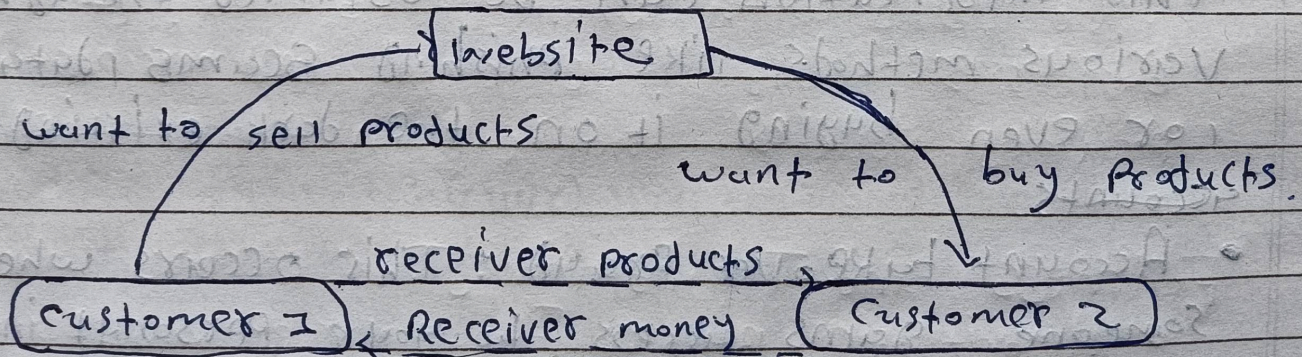
C2B (Consumer-to-Business)

- Allows consumers to provide a service to a business for profit.
- C2B companies act as intermediaries to connect consumers with businesses.
- Facilitates transactions between individuals and businesses.



C2C (Consumer-to-Consumer)

- Facilitates commerce between private individuals in an online environment.
- C2C companies act as intermediaries aiding buyers and sellers in engaging with each other.



Q-3 Explain credit Card Frauds in detail.

→ Credit card fraud is a serious issue that can have a significant impact on both individuals and financial institutions. It's essentially the unauthorized use of a credit card or its information to make purchases or obtain cash advances. Here's a breakdown of credit card frauds in detail:

Types of credit card fraud:

- **Card-present fraud:** This involves the physical theft of your credit card, followed by its use to make unauthorized purchases. This can happen at ATMs, gas stations, restaurants, or even through skimming devices attached to legitimate card readers.
- **Card-not-present fraud:** This is becoming increasingly common and involves using stolen credit card information online or over the phone. This information can be obtained through various methods like phishing scams, data breaches, or even buying it on the dark existing web accounts.
- **Account takeover fraud:** This occurs when someone gains access to your personal information and uses it to open new credit card accounts in your name or take over your existing accounts.

How Fraudsters Steal Your Information:

- **Skimming:** Thieves use devices to steal your

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card information when you swipe it at compromised card readers

- **Phishing**: Fraudulent emails or websites lure you into revealing your credit card details.
- **Data breaches**: Hackers gain unauthorized access to company database containing your credit card information.
- **Social engineering**: Fraudsters trick you into giving them your information through phone calls, text, or in-person interactions.

Impact of Credit Card Fraud:

- **Financial loss**: You're liable for unauthorized charges unless you report them promptly.
- **Identity theft**: Fraudsters can use your stolen information to commit other crimes.
- **Damaged credit score**: Unpaid fraudulent charges can hurt your credit score.
- **Stress and inconvenience**: Dealing with fraud can be time-consuming and stressful.

Prevention Tips

- **Be vigilant**: Guard your card and information carefully.
- **Beware of phishing scams**.
- **Use strong passwords**.
- **Monitor your statements**.
- **Enable fraud alerts**.
- **Consider using chip-enabled cards**.

Q-4 Explain Ethical issues in E-commerce.

→ E-commerce, while offering convenience and accessibility, also presents several ethical challenges that need to be addressed. Here are some of the issues:

Data Privacy:

- **Collection and Use:** E-commerce platforms collect vast amounts of user data, including browsing history, purchase detail, and personal information. The ethical concern lies in how this data is used, stored, and secured, sharing it without consent, using it for targeted advertising beyond user expectation, or failing to protect it from breaches are all ethical violations.

- **Transparency:** customers have the right to know what data is being collected, how it's used, and with whom it's shared. E-commerce businesses should have clear and accessible data privacy policies that explain these aspects.

Fairness and Transparency:

- **Algorithmic Bias:** E-commerce platforms often use algorithms to personalize pricing and search result. However, these algorithms can be biased, leading to unfair outcomes for certain groups of users. For example, they might show higher prices to users perceived to be more

likely to buy, or exclude ~~certain~~ 'certain' demographics from seeing relevant products.

- **Dark Patterns:** Some e-commerce websites use deceptive design practices, like hidden fees, misleading checkout process, or urgency tactics, to pressure customers into making unwanted purchases. This is unethical as it manipulates user choice and undermines trust.

Environmental Impact:

- **E-waste:** The rapid growth of online shopping has led to a surge in e-waste, including packaging materials, discarded electronics, and returned products. Improper disposal of this waste can have harmful environmental consequences.
- **Carbon Footprint:** The transportation of goods purchased online contributes to greenhouse gas emissions. Optimizing logistics and delivery processes, using sustainable packaging, and offering carbon-neutral shipping options

Other Issues:

- **Intellectual Property Theft:** Counterfeiting and copyright infringement are common problems in e-commerce, impacting both consumers and legitimate businesses.
- **Cyber Security:** E-commerce platforms are vulnerable to cyberattacks that can compromise customer data and financial information. Robust security

measures are essential to protect user privacy and prevent fraud.

Environmental Impact:

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• Carbon Footprint: The transportation

of goods and materials for

online retailing contributes to

greenhouse gas emissions, adding to

climate change.

Other Issues:

• Intellectual Property: The

digital nature of e-commerce

involves significant risks of

copyright infringement and

patent violations.