

B.Com. III
Semester V
E-COMMERCE - I
Time: 3 Hours Marks: 60

Unit I:

Basics of e-commerce: Meaning of e-commerce, Essential components of e-commerce, four basic models/ concepts of ecommerce, Operational scheme of e-commerce, Benefits of e-commerce, Limitations of e-commerce and e-commerce v/s traditional commerce

Unit II:

e-commerce in India: History of Internet, Initiation of internet in India, Growth of internet users in India, Current scenario of ecommerce in India, Government FDI policy about e-commerce in India, Future of e-commerce in India

Unit III:

Retail e-commerce: Concepts of Business to Consumer (B2C), Consumer to Business (C2B) and Consumer to Consumer (C2C) e-commerce, Consumer's shopping procedure on internet, Disintermediation and re-intermediation in B2C, E-auction procedure and benefits

Unit IV:

B2B e-commerce: Meaning and characteristics of Business to Business (B2B) e-commerce, Key technologies for B2B ecommerce, E- Marketplace models of B2B- Supplier oriented marketplace, Buyer oriented marketplace and Intermediary oriented marketplace

Unit V:

e- Payment and e- Banking: Indian Payment Models, e-payments options: Electronic fund transfer (EFT), Credit cards and debit cards based payment, Use of mobile applications (apps) for e-payment, Meaning of electronic banking, online banking services, benefits of online banking, Future of online financial services in India