

B.Com. III
Semester VI
E-COMMERCE- II
Time : 3 Hours Marks: 60

Unit I:

Internet e-commerce Business Models: Social media model, advertising model, retail model, hybrid model, merchant model, informational model, drop-shipping model and revenue model.

Unit II:

B2C Internet Marketing Meaning of online marketing or internet marketing, online marketing strategies, marketing channels, internet branding, online publishing and advertising.

Unit III:

B2B Online Marketing Use of internet based electronic data interchange (EDI), Benefits of online marketing in B2B ecommerce, procurement reengineering, just in time delivery, online marketing issues.

Unit IV:

E-governance: Meaning of e-governance and e-government, Objectives of E-governance, Private sector interface in EGovernance, Concepts of government to Business (G2B), Business to Government (B2G), Citizen to Government (C2G),

Unit V:

E- Governance Models Application of Internet EDI in E-governance, E-governance in India, E-Governance Models, Comparative Analysis Model, Wider Dissemination Model, Critical Flow Model, E-advocacy Model