

E-COMMERCE

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Planning Online Business

2
UNIT

Ms. Pooja Jain and Dr. Kamaldeep Kaur

Chapter Objectives

- Introduction and meaning of Internet
- E-Business Models
- Website as a Marketplace
- Modes Of Doing Business
- Assessing Requirement for online Business

2.1 Introduction and Meaning of Internet

The internet is a worldwide network of networks. When one computer is connected to two or more computers, it becomes a network. There can be a number of such different networks. Internet is thus a huge network which is comprised of hundreds or thousands of networks all around the world creating worldwide super network.

Using the internet, you can communicate with other people throughout the world by means of electronic mail, read online versions of newspapers, magazines, academic journals and books and join discussion groups on almost any topic.

Characteristics of the Internet

Internet is characterized by following features:

A. *Globalised coverage*: Internet is used by every country across the world.

B. *Cost saving*: Internet offers far greater cost savings and promotes cost effective tools for managing critical transactions such as ordering, information sharing, payment processing and inventory control.

C. *Ease and access to information*: Internet offers access to large volume of data, graphs, sound, text and people through a variety of services and tools for communication and data exchange.

Technology for Online Business

3
UNIT

Ms. Pooja Jain and Dr. Kamaldeep Kaur

Chapter Objectives

- Evolution and Growth of Internet
- Components of IT Infrastructure
- Middleware
- E-Business Integration
- Domain Name System
- Internet, Intranet & Extranet

3.1 Evolution and Growth of Internet

Evolution of the Internet

Millions of people use internet every day, but only very few really know how the internet originated. In the early 1960s, the US department of Defence became concerned about the possible effects of nuclear attack on its computing facilities. The Defence department realized that the weapons of future would require powerful computers for coordination and control. The powerful computers of that time were all large mainframe computers, so the Defence department began examining ways to connect these computers to each other and also to connect them to weapon installations distributed all over the world. The Defence department agency assigned with this task, hired many of the best communication technology researchers. For many years, it funded research at universities and institutes to explore the task of creating a worldwide network that could remain operational. These researchers worked to devise ways to build networks that could work independently, that is, networks that did not require a central computer to control network operations.

In 1969, Defence department researchers in the Advanced Research Project Agency (ARPA) used a network model to connect four computers one each at The University of California at Los Angeles, SRI International, The University of California at Santa Barbara and the University of Utah into a network called ARPAnet. The ARPAnet was earliest of the networks which was eventually

Introduction to E-commerce

1
UNIT

Ms. Pooja Jain, Dr. Kamaldeep Kaur and Mansi Bansal

Chapter Objectives

- Introduction
- E-Commerce And Related Concepts
- E-Commerce Based Activities
- Goals of Ecommerce
- Functions of E-Commerce
- Nature And Scope Of E-Commerce
- Applications of E-Commerce
- Framework of E-Commerce

1.1 Introduction

Electronic commerce (e-commerce) is a growing aspect of the business community. The internet has led to the birth and evolution of e-commerce. Simply defined, e-commerce is the use of internet to conduct business. E-commerce has now become a key component of many organizations in the daily running of their trade. Therefore, it is important to understand what e-commerce really is, how it is different from e-business and what is driving e-commerce revolution.

The present chapter is an attempt to answer the above questions. In addition, it also explains the nature, related concepts, advantages, disadvantages and different models of e-commerce.

Meaning

Electronic commerce or e-commerce is the act of buying and selling of goods and services over the internet. It means conducting any transaction involving transfer of ownership or rights to use goods and services electronically. E-commerce allows consumers to electronically exchange goods and services with no barriers of time or distance.