



BACHELOR OF COMPUTER APPLICATIONS (B.C.A) SEMESTER – VI E - Commerce

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UNIT - I

Part I – Introduction to E-Commerce



The Scope of Electronic Commerce

- ▶ E-commerce, which emerged in the early 90s, stands for purchasing, selling, and exchanging goods or services using internet-enabled electronic devices. E-Commerce enabled websites and the Internet have become part of today's business.
- ▶ India is expecting a significant increase in the next 5 years, according to recent reports. The ever-expanding community of 3G/4G users is changing the scenario in India as the Indian smart-phone market which playing a significant role to fast growing E-Commerce market in India already grew 10% annually in 2018.
- ▶ Amazon, Flipkart, Myntra, Snapdeal, Jabong stand testimony to the enormous success of E-Commerce in India, one of the fastest growing markets in the Asia Pacific region



Electronic commerce

- To many people the term electronic commerce, often shortened to e-commerce, is equivalent to shopping on the web.
- The term electronic business is sometimes used to capture the broader notion of e-commerce.
- In this course, we will use e-commerce in its broadest sense. It encompasses both web shopping and other business conducted electronically.



E-commerce is not new

- Banks have used electronic funds transfers (EFTs), also called wire transfers, for decades.
- Businesses have been engaging in electronic data interchange for years. EDI occurs when one business transmits computer readable data in a standard format to another business.



Electronic data interchange

- In the 1960s businesses realized that many of the documents they exchanged related to the shipping of goods and contained the same set of information for each transaction.
- By sending the information electronically in a standard format, the businesses could save money on printing, mailing, and re-entry of data.
- Electronic transfer of data also introduces fewer errors than manual transfer.



Technology and commerce

- In order to understand how technology can aid commerce we need to understand traditional commerce.
- Once we have identified what activities are involved in traditional commerce, we can consider how technology can improve them.
- Note that technology does not always improve commerce. Knowing when technology will NOT help is also useful.



Origins of commerce

- The origins of traditional commerce predate recorded history.
- Commerce is based on the specialization of skills. Instead of performing all services and producing all goods independently, people rely on each other for the goods and services they need.
- Example: My mother trades eggs to one of her neighbors in exchange for repairs to the fences on her ranch.



Traditional commerce

- Although money has replaced bartering, the basic mechanics of commerce remain the same: one member of society creates something of value that another member of society desires.
- **Commerce** is a negotiated exchange of valuable objects or services between at least two parties and includes all activities that each of the parties undertakes the complete the transaction.



E-COMMERCE IN PERSPECTIVE

- Communication: It is the ability to deliver products, services, information or payments via networks like the internet.
- E commerce means information and transaction exchange (business to business, business to consumer, consumer to consumer and business to government).
- E-Commerce mean activities that support commerce electronically by network connections eg. business processes like manufacturing and inventory etc.
- E-Commerce deals with various media as a text, data, video, web page and Internet telephony



EXERCISE

- 1 What is e-commerce? Discuss various characteristics of e-commerce.
- 2 Discuss various limitations of e-commerce.
- 3 “E-commerce is the new way to do business. Justify the statement.
- 4 What is scope of e-commerce in country like India?
- 5 Discuss various types of e-commerce models.
- 6 What is future of e-commerce in India?



Reference Books


- ▶ Reference Books:
- ▶ 1. David Whitely, “ E-Commerce”, Tata McGraw Hill, 2000
- ▶ 2. Eframi Turban, Jae Lee, David King, K. Michael Chung, “Electronic Commerce”, Pearson Education, 2000



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THANK YOU!!!