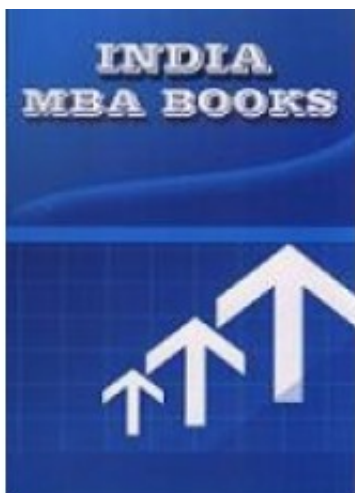# E-BUSINESS

Brand: Mehta Solutions
Product Code: BU026
Weight: 0.00kg

Price: Rs335

Short Description
BANGALORE UNIVERSITY   E-BUSINESS

Description

E-BUSINESS SOLVED PAPERS AND GUESS

Product Details: **BANGALORE UNIVERSITY E-BUSINESS**

Format: **BOOK**

Pub. Date: **NEW EDITION APPLICABLE FOR Current EXAM**

Publisher: **MEHTA SOLUTIONS**

Edition Description: **2018-19**

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other BANGALORE UNIVERSITY book solutions now mehta solutions brings top solutions for **BANGALORE UNIVERSITY E-BUSINESS REPORT book** contains previous year solved papers plus faculty important questions and answers specially for BANGALORE UNIVERSITY .questions and answers are specially design specially for **BANGALORE UNIVERSITY** students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- **Case studies solved**
- **New addition fully solved**

- **last 5 years solved papers with current year plus guess**

PH: 07011511310 , 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

6.2 E-BUSINESS

OBJECTIVE:
The objective is to expose the students to electronic modes of commercial operations.

UNIT 1 :E-BUSINESS

Introduction, E-Commerce – definition, History of E-commerce, types of E-Commerce B to B etc.

Comparison of traditional commerce and e-commerce. E-Commerce business models – major B to B, B to

C model, Consumer-to-Consumer (C2C), Consumer-to-Business (C2B) model, Peer to-Peer (P2P) model –

emerging trends. Advantages/ Disadvantages of e-commerce, web auctions, virtual communities, portals,

e-business revenue models.

UNIT 2 : SECURITY FOR E-BUSINESS

Security threats – An area view – implementing E-commerce security – encryption – Decryption,

Protecting client computers E-Commerce Communication channels and web servers Encryption, SSL

protocol, Firewalls, Cryptography methods, VPNs, protecting, networks, policies and procedures

UNIT 3 : E-PAYMENTS

E-payment systems – An overview. B to C payments, B to B payments. Types of E-payment system –

Credit card payment, debit cards, accumulating balance, online stored value payment systems, digital cash,

digital (electronic) wallets, agile wallet, smart cards and digital cheques. Secure Electronic Transaction

(SET) protocol

UNIT 4 : E-BUSINESS MARKETING TECHNOLOGIES

E-Commerce and marketing B to B and B to C marketing and branding strategies. Web transaction logs,

cookies, shopping cart database, DBMS, SQL, data mining, CRM (customer relationship Management)

system – permission marketing, affiliate marketing, viral marketing.

UNIT 5 : CYBER LAWS

Legal Aspects of E-Business, Internet frauds – Cyber Laws. IT Act 2000 salient features.

Details

1. Books by courier

2. Delivery in 5-7 days

3. Courier india only

4. Rating of product : largest selling