

11th Standard - Business Studies

Emerging Modes of Business

E-business : Scope, Benefits and Limitations, Online Transactions

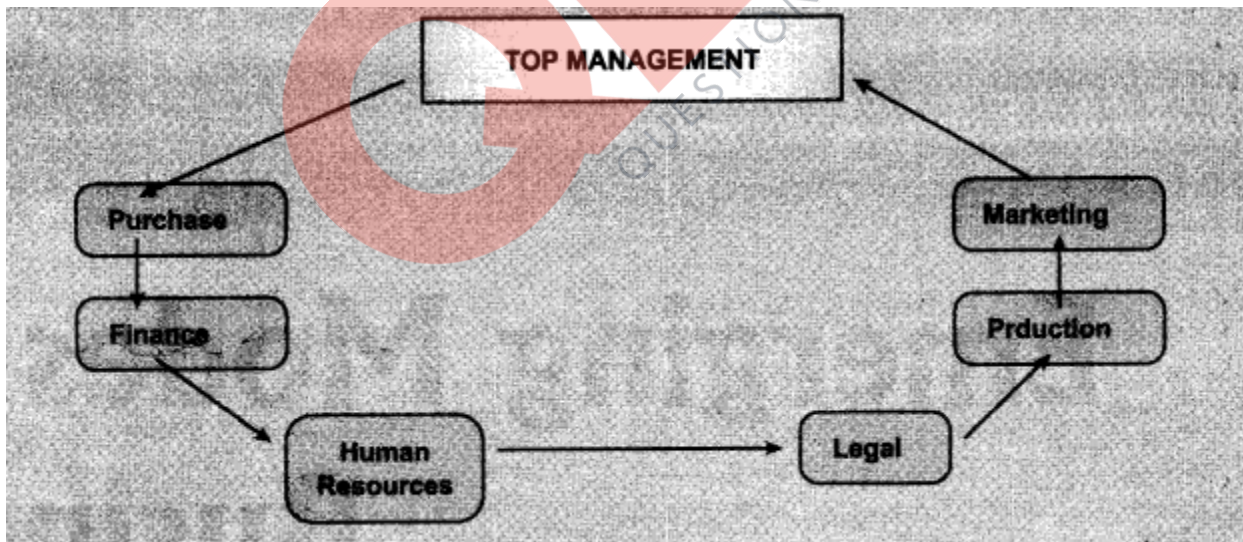
Quick Review—

-> **E-business** refers to “carrying on business activities through internet.

Business activities comprise of Industries, Commerce and Trade.

-> **Scope Of E-Business**

1. B2B Commerce (Business to Business Commerce)
2. B2C Commerce (Business to Customer Commerce)
3. Intra B Commerce (With in Business Commerce)
4. C2C commerce (Customer to Customer Commerce)
5. B2G Commerce (Business to Govt. Commerce)



-> **Benefits Of E-Business**

1. Convenience
2. Ease of formation and lower investment requirements
3. Speed
4. Global reach/access
5. Movement towards a paperless society

-> Applications Of E-Business

1. e-bidding/e-auction
2. e-trading
3. e-procurement
4. e-delivery
5. e-communication/e-promotion

-> Limitations Of E-Business

1. Lack of personal touch
2. Increased risk due to anonymity and non-tracability of parties
3. Need for technology capability and competence of parties to e-business
4. Incongruence between order taking/giving and order fulfillment speed
5. People resistance
6. Ethical fallouts

-> Online Transactions

1. Surfing internet for relevant website
2. Searching for the desired product
3. Registration
4. Placing an order
5. Payment mechanism
6. Delivery of goods

-> Security And Safety Of E-Transactions /E-Business Risks

1. Transaction risks
2. Data storage and transmission risks
3. Risks of threat to intellectual property and privacy
4. Resources required for successful e-business implementation

Know the Terms—

- > **Emerging modes:** The new trends of doing business are known as emerging modes of business.
- > **E-business:** Conduct of industry, trade and commerce using computer network.
- > **E-commerce:** Means buying and selling the products and services over the internet.
- > **B 2 B Commerce :** The interaction between a business firm with other business firm through the network of computers.
- > **B 2 C Commerce :** It is a system where a business firm interacts with its customers using internet as a medium.
- > **C 2 C ommerce:** It refers to commerce which takes place between two or more customers through internet for the sale and purchase of good for which there is no established mechanism.
- > **Intra B ommerce :** It refers to the transaction which take place among different persons or departments within a firm through the network of computers.
- > **On line transactions :** It refer to the transaction taking place between buyers and sellers through internet.
- > **Digital card:** A form of electronic currency that exists only in cyber used for making payments
- > **Hacking:** Unauthorised entry into a website is termed as hacking.
- > **Virieses :** Means vital information under seige.

-> **Encryption:** Converting the message into a code that is understandable to sender and receiver only.

-> **Browsing:** Means retrieving information on the internet.

-> **URL (Uniform Resource locator):** Refer to a world wide web address that specifies a specific site, page, graphic or document on the internet.

