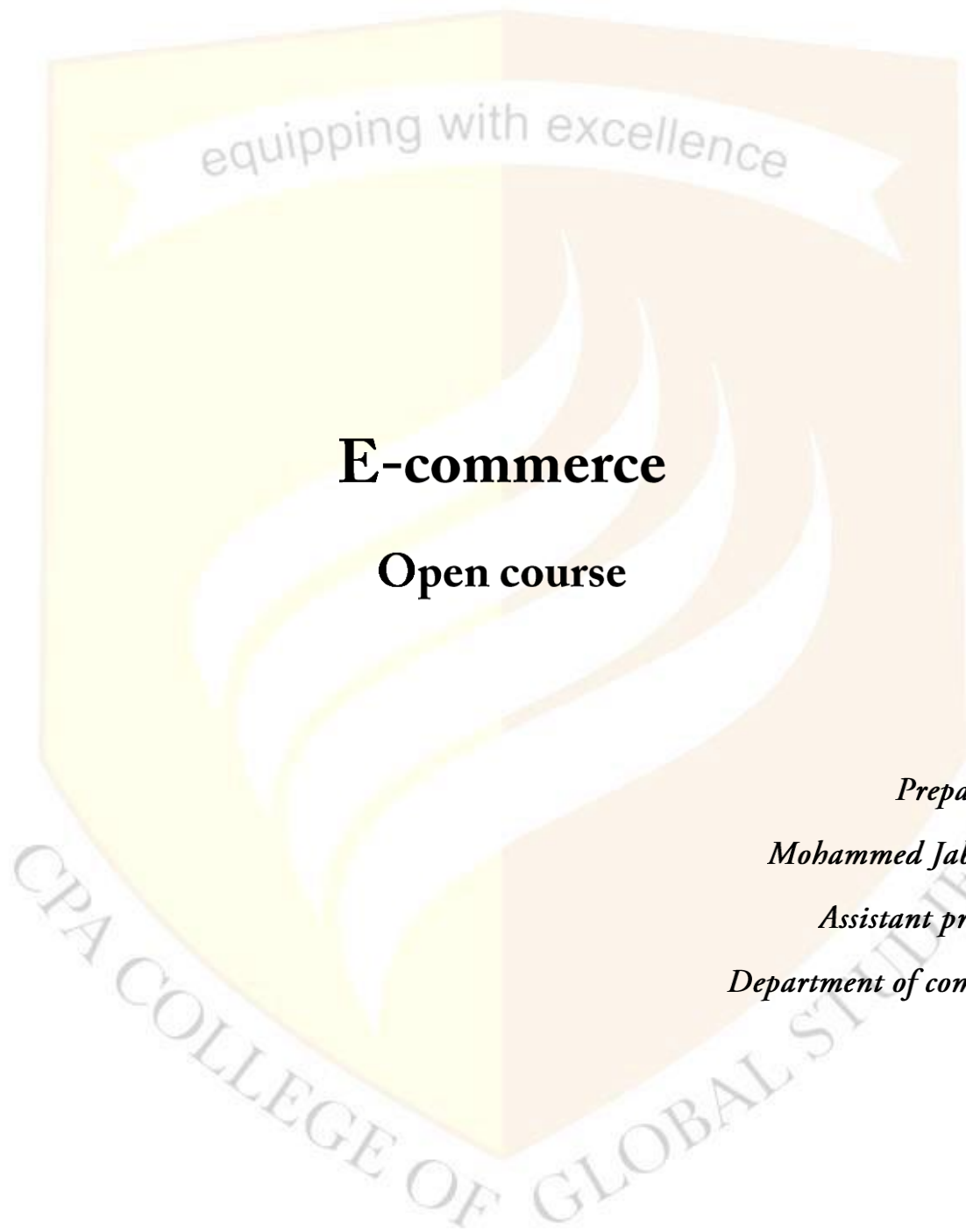


5th B. Com /BBA

CALICUT UNIVERSITY



E-commerce

Open course

Prepared by

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Syllabus
University of Calicut
BCM5D01 E-COMMERCE

Lecture Hours per week: 3,

Credits: 3

Internal: 10,

External: 40,

Examination 2 Hours Objectives:

- To enable the students to understand basics of E- Commerce.
- To Gain a practical orientation to E-Commerce and E- Business management.

Module I

Introduction to E-Commerce: Meaning and concept - E-Commerce v/s Traditional Commerce - E-Business &. E-Commerce - History of E- Commerce - EDI - Importance, features & benefits of E-Commerce - Impacts, challenges & limitations of E-Commerce -Supply chain management & E-Commerce - E- Commerce infrastructure - Business Models of E - Commerce: Business to business - Business to customers -customers to customers - Business to government - Business to employee - E - Commerce strategy - Influencing factors of successful E- Commerce. (20 Hours, 20 marks) **Module II**

Marketing Strategies & E - Commerce: Website - Components of website - Concept & designing website for E- Commerce - Corporate website - Portal - Search Engine - Internet advertising - Emergence of the internet as a competitive advertising media - Models of internet advertising - Weakness in internet advertising. (18 Hour, 10 marks)

Module III

Electronic Payment System: Introduction - Online payment systems - prepaid and postpaid payment systems - E-cash - E- cheque - Smart card - Credit card - Debit card -Electronic purse - Security issues on electronic payment system - Solutions to security issues - Biometrics - Types of biometrics. (10 Hours, 10 marks)

Reference Books:

1. Turban, Efraim, David King et. al.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3. Rayport, Jeffrey F and Jaworksi. Bernard J: Introduction to E-Commerce, Tata McGrawHill
4. Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
5. Rich, Jason R: Stalling an E-Commerce Business, IDG Books, Delhi.
6. Laudon, Kenneth C and Carol Guercio Traver : E-Commerce business. Technology. Society, Pearson Education, Delhi.
7. Stamper David A. and Thomas L.Case: Business Data Communications, Pearson Education, New Delhi. 8. Willam Stallings: Business Data Communications. Pearson Education, New Delhi.

MODULE I

INTRODUCTION TO E- COMMERCE

E- Commerce is a latest technology related with commerce and computer. Commerce is the exchange or transformation or buying and selling of entities (goods or commodities) on a very large scale involving transportation from one place to another. [Webster] E- Commerce is the process of doing business online. Or we can say that E- commerce is to conduct business by using the IT (Information technology, i.e., computer technology and electronic communication) it is the buying and selling of items or goods or services on the Web using electronic communication and digital information processing technology. EDI or Electronic Data Interchange is an early form of e- commerce. Its high cost, use of proprietary standards etc. hampered the spread of e- commerce.

By the help of the flexibility offered by computer networks and the availability of the Internet, E-commerce develops on traditional commerce. E-commerce creates new opportunities for performing profitable activities online. It promotes easier cooperation between different groups: businesses sharing information to improve customer relations; companies working together to design and build new products/services; or multinational company sharing information for a major marketing campaign.

The followings are the business uses of the Internet.

These services and capabilities are a core part of a successful e-commerce program. They are either parts of a value chain or are included as supporting

activities: ☐ Buying and selling products and services ☐ Providing customer service ☐ Communicating within organizations ☐ Collaborating with others ☐ Gathering information (on competitors, and so forth) ☐ Providing seller support ☐ Publishing and distributing information ☐ Providing software update and patches.

E- commerce is the process of doing business electronic. It changes the entire business scenario due

to the powerful innovation of Internet, which is spreading fast through the world. The power of Internet as a global access was felt with the introduction of the World Wide Web (WWW) in 1994. This global network makes global relations with the companies made easier. It is predicted that, in the near future the digital economy will overtake the traditional economy of all developed countries.

E- commerce is a composite of technologies process and business strategies that foster the instant exchange of information within between organization. E- commerce strengthens relationship with buyers make it easier to attract new customer, improves customer responsiveness and open new markets on a global scale. E- commerce is the application of various communication technologies to provide the automated exchange of business information with internal and external customer, suppliers and financial institutions.

E- commerce V/s Traditional Commerce

E- commerce is an extension of traditional commerce, which is concerned with the activities of business, industry and trade including the exchange of goods, services, information and money. It has the same essential ingredients of ordinary commerce.

The major difference between e- commerce and commerce is that with e- commerce, these exchanges of goods and services are carried out over the web instead of the traditional physical act of going to a trader for goods and services. Now that a large number of people have access to the internet and it is a good platform for the development of e- commerce. Successful E-commerce strategies allow organizations distinct advantages in terms of both cost and revenues- the fundamentals of all business. This is because cost can be cut immensely as retail outlets are not required. Most of the cost associated with traditional high capital business is eliminated and or transformed into profit in the Internet environment

DIFFERENCE BETWEEN E-COMMERCE AND TRADITIONAL COMMERCE

	BASIS	E-COMMERCE	TRADITIONAL SYSTEM
1	Reduce Data Error	Doesn't involve data at multi points. Data goes directly from one computer to another Computer without involving human being	The buyer and seller create purchase order on their system and send it to their trading partner. The receiver/seller then re-enter the same information on the computer, which will create data error

2.	Reduce cost	Initial cost of E-commerce is very high as compared to paper process but over a long period of time, it is very effective	Time is directly linked to saving the money. There is repetition of same work at every level and it involves a lot of wastage of time and if the error is arisen that will lead to more wastage of money.
3.	Reduce Paper work	E-commerce data in the electronic form make it easy to share it across the organization	It requires re-entry of data at each level and requires lot of time. So the peak time is wasted in re-entering and printing of the reports
4.	Reduce Processing cycle time	E-commerce reduces the processing cycle time of complete cycles as the data is entered the system, it is simultaneously Processed	When the buyer order in a paper format, the data is re-entered in to the Sellers's computer and then only processing can take place which is a time consuming process.
5.	Reduce labor	No need to maintain large number of employees, instead there arises the need to manage them more efficiently	Need to maintain a large number of employees because one-third of labor force is employed to fulfill orders from customers.

E- Business and E- commerce

Internationally both the terms can be interchanged and having the same concepts, that is , doing business online. However, EB is the term which is derived from e- commerce. However there is little difference between these two concepts. Electronic commerce is a business to business [B2B] initiative aimed at communicating business transaction documents on a real time or near real time basis between known trading partners such as suppliers, customers etc. E- commerce might be considered as the use of the Internet as a company's primary or exclusive portal to its customers. Amazon or e- bay conducts all of their business online and their products and services are exclusively those which can be sold online.

E-Commerce	E-Business
Open system [statistics]	Closed System
Not secured	Secured
Deals more with technology	Deals with processes needed to facilitate e-commerce
Does not involve the use of EDI	Used EDI
Always operate on Internet	Always operates on intranet
Involves all types of commerce transaction	Involves explicitly business transactions
Used for small and bulky transaction	Used for bulky transaction
Focused on Business to consumer activities	Focused more on business to business activities
e-commerce is an extension of a traditional business model	e-business is an online business only

History of E- commerce

Most people don't realize that e- commerce and its underlying technology have been around for about forty years. The term e- commerce was originally conceived to describe the process of conducting business transactions electronically using technology from the Electronic Data Interchange [EDI] and Electronic Funds Transfer [EFT]. EDI is widely viewed as the beginning of E- commerce. Large organizations have been investing in development of EDI since sixties. It has not gained reasonable acceptance until eighties. EDI is a set of standards developed in the 1960's to exchange business information and do electronic transactions. At first there were several different EDI formats that business could use, so companies still might not be able to interact with each other. Electronic Data interchange [EDI] allowed different companies to perform electronic dealings with one another.

The next important phase in the History of E- commerce was the development of Mosaic Web browser in 1992. The Web Browser was soon given the form of a browser which could be downloaded and was named as Netscape.

Electronic Data Interchange [EDI]

It enables the firms to exchange business information faster, more cheaply and accurately than possible using paper based documents. The whole point of EDI is to enable your company to

communicate with other applications that are always on the distal end of some long distance link and always “black boxes” from the viewpoint of your own network and applications. EDI is the electronic exchange of business documents in a standard, computer process able, universally accepted format between trading partners. It is a standard for the electronic exchange of business documents, such as invoices and purchase orders.

Benefits of EDI

- Lower Processing cost
- Improves the overall quality of data :
- Helps to reduce inventory level :
- helps to reduce the unwanted level of inventory
- Customer relations can be improved :
- Data frequently.
- Helps to manage information system effectively and efficiently. .

Drawbacks:

1.High cost: One of the severe criticisms levelled against EDI is its high cost. EDI applications are costly to develop and operate.

2.Limited accessibility: EDI applications do not allow consumers to communicate and transact with the suppliers in an easy and a direct way,as Networking facilities require certain software to access and communicate forms through EDI.

3.Rigid requirements: EDI applications require highly structured protocols,software etc for information interchange.EDI insists up on transactingparties to follow rigid agreements about the structure and meaning of data. These agreements are time consumingto negotiate,rigid and difficult to maintain

4.Partial solutions: EDI applications suggest only partial solutions to organisation in their transacting process.Complete automationof transacting process is difficult to materialise in the constantly changing business environment.There will be time gap between placing order for products and the final settlement of bills.This may lead to discrepancies between transactions.

5.closed world: The scope of EDI application is very limited.The concept of closed world is outdated consequent on the popularity of WWW makes it easier for organisations to enter into open web related market place

Importance of E- commerce

Through, E- commerce, operating efficiency of the business firm will definitely improve and which in turn strengthen the value and service given to customers and provide a competitive edge over competitors. These improvements may result in more effective performance. The direct benefit accrue to an organization on practicing e- commerce are better quality, greater customer satisfaction, better decision making, low cost, high speed and real time interaction. More

specifically e- commerce enables executing of information relating to the transaction between two or more using interconnected networks.

Benefits of E-Commerce

E-Commerce offers the following to business organisations.

1. International market place.
2. Operational cost savings.
3. Reduced inventories and overheads
4. Mass Customisation
5. Lower telecommunications cost
6. Digitalization of products and processes

Benefits of E-Commerce to Consumers

1. Easy Accessibility
2. More choices
3. Price comparisons
4. Improved delivery processes

Benefits of E-Commerce to Society

1. Flexible working practices
2. Connects people
3. Facilitates delivery of public services

Limitations of E-Commerce

1. Security
2. Pressure for innovation
3. Price wars
4. Problems with compatibility of older and new technology

Limitations of E-Commerce to Consumers

1. Financial commitment
2. Computer literacy
3. Cost of internet
4. Cost of computing equipment
5. Lack of security and privacy of personal data
6. No personal contact

Limitations of E-Commerce to Society

1. Breakdown in human interaction
2. Social division
3. Wasted resources

4. Facilitates Just-In-Time manufacturing
5. Difficulty in policing the Internet

Impacts of E- commerce

The introduction of e- commerce has impacted on the traditional means of online exchanges. It is creating a new market place and opportunities for the reorganization of economic processes, in a more efficient way. The open structure of the Internet and the low cost of using it permit the interconnection of new and existing information and communication technologies. It offers businesses and consumers an innovative and powerful information system and another form of communication. This changes the way they search and consumer products, with these products increasingly customized, distributed and exchanged differently. The advent of e- commerce has seen a dramatic impact on the traditional ways of doing business. It has brought producers and consumers closer together and eradicated many of the costs previously encountered.

Supply Chain Management and E- Commerce

A SUPPLY CHAIN is a network of supplier, manufacturing, assembly, distribution and logistics facilities that perform the functions of procurement of materials, transformation of these materials into intermediate and finished products, and the distribution of these products to customers. Supply chains arise in both manufacturing and service organizations. It is a network of facilities and distribution options that performs the functions of procurement of materials, transformation of these materials into intermediate and finished products, and the distribution of these finished products to customers. Supply Chain Management [SCM] is a systems approach to managing the entire flow of information, materials, and services from raw materials suppliers through factories and warehouses to the end customer. SCM is different from Supply Management which emphasizes only the buyer supplier relationship.

Objectives of SCM

- To reduce inventory cost
- To increase sales
- To improve the coordination and the collaboration with suppliers, manufacturers and distributors.

Module 2

Electronic payment system

Electronic payment system

Electronic system is a financial exchange that takes place online between buyer and seller. Content of this exchange is usually some form of digital financial instruments

- Credit or debit card no
- Electronic cheque
- Digital cash

Internet payment process system

1. The consumer
2. Issuer
3. Merchant
4. The processor

1. The consume

- Maybe holder of a payment card such as credit card or debit card

2. Issuer

- Financial institution
- Bank

3. Merchant

- The merchant that accepts payment card
- The person or Organization that sell goods or services to the cardholder via a website is the merchant

4. The processor

- Is large data center process credit card transactions and settle funded to merchant

Various online payments

It refers to money that is exchanged electronically. Online payment usually is the transaction that results in transfer of monetary funds from the customer bank **1) Electronic Tokens**

An electronic token is a digital analog of various forms of payment backed by a bank or financial institution.

These are two types,

1. Pre Paid Tokens

2. Post Paid Token

2) Electronic / Digital Cash

It is a system of purchasing cash credits in relatively small amounts, storing the credits in your computer and then spending them when making electronic purchase over their internet. **3)**

Electronic Check

An electronic check is an electronic document which substitutes the paper check for the online transaction.

It is a system of purchasing cash

Prepaid and postpaid payment system

There are different type of electronic payment system which can be broadly classified into Prepaid and postpaid payment system

✓Prepaid payment system

Prepaid payment system provide a service that is paid for prior to usage. In this case of prepaid payment system customer is allowed to spend only up to the amount that have pre-deposit today into account.

BENEFITS OF PREPAID PAYMENT SYSTEM

1. Shop online.
2. Pay your bills.
3. Theft protection.
4. It can be used to withdraw cash from the ATMs.
5. Reloadable anytime anywhere.
6. Customer has the facility to get online and track spending, check balance; change pin

7.It is accepted at the entire merchant establishment worldwide according to the affiliation of the credit given company.

8. Allocate cash.

Postpaid payment system

Transaction after either on buying or selling and getting the payment. This system is known as postpaid payment system.

1. Credit card

2. Cyber cash

3. Internet cheque/E-cheque

1. Credit card

*it is just a plastic card which is issued by a bank.

*it is issued to customers of high credit ranking.

*customers will have to apply and concerned authorities should issue credit card.

*credit card is also a monthly bill payment system.

*BENEFIT-- cash transfer through online.

2. Cyber cash

*it is a commercial payment system, where by a user digitally purchases cash credits and then spends them when making electronic purchases over the internet.

*only suitable for online purchase.

*consumer should have cyber cash wallet software.

3. Internet cheque/E-cheque

*electronic form of cheque.

*paper cheque is a signed paper document that orders the signers bank to pay an amount of money to a person specified in the cheque or bears from signer's account on or after a specified data.

*it is also called electronic cheque/E-cheque

Features of postpaid payment system

1.Global acceptance

Postpaid payment system such as credit cards are widely accepted by all merchant establishments according to the network set by the credit card provided company.

2. Balance transfer option

It is possible to transfer outstanding funds from one card to the other card with low interest rates.

3. Revolver facility

Customer can pay only a small amount of the total outstanding and revolve the rest for payment to the next month.

4. Cash advance facility

The customer can withdraw around 30% of the credit limit at any ATM connected to the credit card company.

5. Tele draft

The services are available at the door step of individuals.

6. Other services

The credit card can be used also for railway tickets and airline ticket purchase.

7. Convenience

Postpaid instruments are convenient for the customer. For the customer it is easy not to carry cash for any purchase.

8. Easy availability

The holder can load prepaid credit cards anytime they need.

Type of security threats

1.Physical Risk 2.Technical risk :- virus, worms, Trojan horse 3.legal obligation PHISICAL RISK

- Damage the equipment's using for the e payment
- Discard credit cards
- Discard anything else for using e payment

TECHNICAL RISK

Technical risk can be divided into 3

Virus , worms , Trojan horse

Virus: In more technical terms, a computer virus is a type of malicious code or program written to alter the way a computer operates and is designed to spread from one computer to another. A virus operates by inserting or attaching itself to a legitimate program or document that supports macros in order to execute its code.

WORMS: A computer worm is a type of malware that spreads copies of itself from computer to computer. A worm can replicate itself without any human interaction, and it does not need to attach itself to a software program in order to cause damage.

TROJAN HORSE: A Trojan horse or Trojan is a type of malware that is often disguised as legitimate software. Trojans can be employed by cyber-thieves and hackers trying to gain access to users' systems. Users are typically tricked by some form of social engineering into loading and executing Trojans on their systems.

LEGAL OBLIGATION

It's not a technical issues. But it become a technical issues when you're not obey the rules and regulations of government

Eg : don't share your personal information

Don't share your debit card number or OTB number etc...

BIOMETRICS

- Biometrics is the science and technology of measuring and analyzing the biological data.

- Biometrics refers to the automatic identification or identity verification of living person using their physical and behavioral characteristic.
- Physical characteristics used for biometrics is such as fingers, hands, feet, faces, eyes, ears, teeth and veins.
- Behavioral characteristics used for biometrics is voices, signature, typing styles, gats and odors.
- The mechanism of biometrics is to verify an individual identity, biometrics device scan certain characteristics and compare them with a stored entry in a computer database.
- Biometrics can secure electronic stored data and online transaction.

•***Types of biometrics:-***

Fingerprints

Facial recognition

Eye biometrics

Voice verification

Hand geometry

Signature

Keys rock dynamics

MODULE 3

MARKETING STRATEGIES AND E- COMMERCE

What is WEB?

The web is the collection of distributed documents referred to as pages located on computers or servers all over the world. Server stores hypertext mark-up language (HTML) files and respond to requests. Users can access documents through the use of a browser.

Components of a Website E- commerce

Providers must take every opportunity to convey their professionalism in their website, products and services to their customer service as each will play an important part in their success. The important components of a website are as follows: -

1. Home page

This is the first page of a web site. The user reaches this page when they specify the address of a web site. It contains links and these links help the user to navigate the different parts of a site. It shows the name of the company and other important details.

2. Web page

A web page is used to display some specific information regarding each item or element described in the home page. The web pages can be accessed by using links given in the home page.

3. Domain name

It is highly essential to have a domain name for a web site. In order to establish credibility, it is better to have our own domain name and professional web hosting. Web sites hosted on free servers are not taken seriously and will suffer a serious loss of business. Visitors may feel that the company don't have even its own domain and hence may not be a credible company. They will simply take their business elsewhere.

4. Professional Logo

A professional looking logo is an integral part of a web site. It not only gives a professional appearance to web site, but it will also enable our visitors to recognize brand. The logo should be displayed in the top left corner of each page of web site.

5. Theme based content

A web site should focus on a specific subject and provide a variety of information that relates to the subject. Original content is always preferable.

6. E- mail capture

A web site should be able to capture email address of potential customers.

7. Privacy policy

We can create our own page on the web site called “Privacy” and let our visitors know exactly how we will be using the information collected from them. Such a page should contain warning to visitors regarding security and privacy of information they provide.

8. Testimonials

To increase credibility, it is better to include customer’s testimonials which include customer’s name, e- mail address and web address.

9. Money back guarantee

Providing the customers with a solid, no risk, money back guarantee will increase credibility so that it completely removes our potential customer’s risk. This will put their mind at ease by building their confidence with our company and products.

10 Feed back

Potential customers will have many questions about our products and services. It is better to use a feedback form for this purpose

11. Copy rights

It is always good to display the copyright information at the bottom of each page.

11. Link

A link is a connector that makes it possible to go to another web page on the site or the Internet or to go back to the home page. A link has a specific title and directions for use.

12. Banner

A banner is a graphic display on a web page usually used for advertising. The banner is usually linked to the advertiser’s web page

Concept and Designing Website for E- commerce

1. Information Presentation

The information should be presented in such a manner that it should promote a comfortable and effective interaction between the user and the site. The web site developer has many ways to present information from simple text to multimedia displays. Selection and use of text, graphics, video, and audio depend on how well users will respond to the information.

2. Good navigation and usability

Good navigation and usability is another basic concept for a good website design. It should always be possible for the visitors to navigate from one part of the website to the other easily.

3. Feedback

The interactive cycle between a user and a website is not complete until the website responds to a command entered by the user. Website feedback often consists of a change in the visual or verbal information presented to the user. Completed orders should be acknowledged quickly. This may be done with a acknowledgement or fulfillment page. The amount of time it takes to generate and download this page, is a source of irritation for many e-commerce users.

TYPES OF WEB PAGES

- 1. Summary page or an Index page is to provide links to other pages.**
- 2. Content page provides rich information to the user.**
- 3. Interactive page, user's actions or choices impact what they will see next whether on the same page or next page**
- 4. Support page help users understand content page and/or complete tasks on interactive pages.**

PROCESS OF SETTING UP WEBSITE FOR E-COMMERCE

1. Planning the site:
2. Define the Audience and Competition:
3. Consultation
4. Planning and Review of Existing Materials
5. Development of the Web site:

Need for a website

The important reason for having and operating a website are given below

1. Global Presence:

The global reach of the World Wide Web gives a instant access to global markets. Even if the business is focused on local customers, global reach can never hurt, and often lead to new and unanticipated opportunities.

2. Information Reference:

There is no practical limit to the amount of information that can put on a website. If it is well organized and presented, the volume of information made available will enhance the quality of Website. **3. Professional Image:**

A well-presented Website today is just as or more important than a business card or any other interface with the customer.

4. Website Reference:

Website domain name can placed on all other marketing materials - business cards, brochures, posters, posters, checks, etc.

5 E-Commerce:

Allowing customers to purchase goods and services on-line is becoming easier and more secure.

6. Customer Contact and Feedback:

A website is a personal and corporate avenue directly to the customer. It allows them to learn about company and to give direct feedback.

7. Customer Education:

A website is a gray way to give customer information that educates them in a about the business. Links from Other Websites: It is also easy to make link with other Websites if this is convicted to the Webmaster of the other site to include the reference. Very often they are glass to do this because t enhances the popularity of their Website also.

Need for the Website:

1. **Global presence**
2. **Information reference**

3. **Professional image**
4. **Website reference**
5. **E-Commerce**
6. **Customer contact and Feedback**
7. **Customer education**
8. **Provide links to other websites**
9. **Links from other website**
10. **Business planning**
11. **Low cost.**

Portal

Web portal, also known as links page, presents information from diverse sources in a unified way. Portals provide a way for enterprises to provide a consistent look and feel with access control and procedures for multiple applications and databases, which otherwise would have been different entities altogether. A web portal is a web site that provides a gateway, or portal, to other resources on the Internet. Portals are often the first page when we start up our web browser like Netscape Navigator or Internet Explorer.

Sites listed as portals contain the following features:

- Search Engine/ Directory
 - E- mail Accounts
 - News
 - Sports and Weather
- Types of Portals**

1.Vertical Portal

These are web portals which focus only on one specific industry, domain or vertical. Vertical portal simply provides tools, information, articles, research and statistics on the specific industry or vertical. A Vertical information Portal [VIP] is a specializes entry point to a specific market place and or industry niche. Eg.i- village- meant for women and guru.com for independent professionals

2.Horizontal portal

They are general interest portals covering a wide range of topics and features such as yahoo or Google. These are mega portals dealing in a wide range of topics. 3. Enterprise Resource portals or corporate portals It provides personalized access to an appropriate range of information about a

particular company. Big corporations may set up their own portals in order to meet their various requirements ranging from planning to control of various functions. Initially called Intranet portals - enterprise portals existing for the benefit of the company own employees, this set of technologies has developed to assist and provide access to a company's business partners as well.

3. B2B portals

A portal that helps to establish relations and to conduct transactions between various organizations is termed as B2B portals. Large volume of business is being undertaken through these channels, a company which maintains a portal can earn profit if they participate in the ownership of the website or charge a transaction fee for business done through the portal.

4. Application Centric Portals

These portals function as a one of tying together back end systems to support user's application driven business processes. Users could be viewing the information as read only or able to create, modify, delete, expire information based on rights and permissions – but they are essentially using the portal to attach a number of applications into one view – so that rather than having to open a number of different applications to drive their business processes they are able to access them all from one point.

5. Content Centric Portals

These portals function as one of obtaining information from a wide variety of sources and displaying that content to users in a way that is based upon user's role and segmented information needs. These are designed to improve the access to and sharing of information stored within an organization.

6. Knowledge Portals

These portals increase the effectiveness of knowledge workers by providing easy access to information that is necessary or helpful to them in one or more specific roles. Knowledge portals are not mere intranet portals since the former are supposed to provide extra functionality such as collaboration services, sophisticated information discovery services and knowledge map.

Search Engines

A search Engine is an Internet based interactive search device that enables a user to search for information on the Internet. Web search Engines are actually database that contain references to thousands of resources.

- Google

- Dogpile
- Alta vista
- Metacrawler
- Yahoo
- Lycos □ MSN
- Hotbot
- Ask.com

Internet Advertising

Internet advertising is a new advertising medium. Internet advertising or online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. It is a way for retailers to advertise their products and services online. Ads can target people with particular hobbies or interests, or they can even focus on customers in a specific country or state. **Benefits of Internet Advertising**

- Rich content
- Less expensive
- Quick updating
- Provides Brand relevant information
- Easy collection of data
- Global accessibility
- Greater flexibility
- Better Customer Relation
- Persuasive Ad
- Facilitate Purchase Decision

E- Branding:

E- Branding is an

- Important marketing Strategy for creating new markets and securing repeated customers.
- It is the creation and development of communicating strategies specifically for brands to have meaning and context to the WEB.

Importance of E-Branding:

1. Good advertising asset

2. Acknowledgement
3. Reputation
4. Familiarity and Loyalty
5. Successful marketing Strategy
6. Expand customer relationship
7. Deepen the market penetration
8. Lead generation

MOBILE COMMERCE

Mobile commerce or M- commerce refers to transactions that are carried out with the help of an electronic device like cell phone. M- commerce is the buying and selling of goods and services through wireless handheld devices such as cellular phone and Personal Digital Assistants [PDAs]

Business to customer applications

1. Advertising& promotion
2. Store Location
3. In-store Navigation
4. Competition shopping
5. Information & extended packaging of information
6. Data- rich product
7. Interactive TV
8. Coupons
9. Ticketing
10. Payments

Business to Business applications:

1. Ordering
2. Delivery Confirmation
3. Stock Control
4. Authentication
5. Supply chain Information
6. Distributed teams & Collaboration

Success Factors of M- Commerce M-Commerce is an emerging market.

1. Innovative Business model
2. Consumers adoption
3. Technology availability
4. Interoperable system
5. Has become a part of human life

