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**1.Question: What is e-commerce and explain B2B, B2C , C2C with their benefits of e-commerce?**

Electronic commerce (ecommerce) is a type of [business model](https://www.investopedia.com/terms/b/businessmodel.asp), or segment of a larger business model, that enables a firm or individual to conduct business over an electronic network, typically the internet. Electronic commerce operates in all four of the major market segments: [business to business](https://www.investopedia.com/terms/b/btob.asp), [business to consumer](https://www.investopedia.com/terms/b/btoc.asp), consumer to consumer and consumer to business. It can be thought of as a more advanced form of mail-order purchasing through a catalog. Almost any product or service can be offered via ecommerce, from books and music to financial services and plane tickets.

Thei following types of e-commerce B2B, B2C, C2C, and their benefit as explain below.

**i. B2B e-commerce**: B2B e-commerce is simply defined as e-commerce between companies. This is the type of e-commerce that deals with relationships between and among businesses. About 80% of e-commerce is of this type, and most experts predict that B2B e-commerce will continue to grow faster than the B2C segment. The B2B market has two primary components: e-frastructure and e-markets. E-frastructure is the architecture of B2B, primarily consisting of the following:

* logistics - transportation, warehousing and distribution (e.g., Procter and Gamble);
* application service providers - deployment, hosting and management of packaged software from a central facility (e.g., Oracle and Linkshare);
* outsourcing of functions in the process of e-commerce, such as Web-hosting, security and customer care solutions (e.g., outsourcing providers such as eShare, NetSales, iXL Enterprises and Universal Access);
* auction solutions software for the operation and maintenance of real-time auctions in the Internet (e.g., Moai Technologies and OpenSite Technologies);
* content management software for the facilitation of Web site content management and delivery (e.g., Interwoven and ProcureNet); and
* Web-based commerce enablers (e.g., Commerce One, a browser-based, XML-enabled purchasing automation software).

**Benefit of B2B e-commerce:**

* *Transaction costs*. There are three cost areas that are significantly reduced through the conduct of B2B e-commerce. First is the reduction of search costs, as buyers need not go through multiple intermediaries to search for information about suppliers, products and prices as in a traditional supply chain. In terms of effort, time and money spent, the Internet is a more efficient information channel than its traditional counterpart. In B2B markets, buyers and sellers are gathered together into a single online trading community, reducing search costs even further. Second is the reduction in the costs of processing transactions (e.g. invoices, purchase orders.
* *Disintermediation*. Through B2B e-markets, suppliers are able to interact and transact directly with buyers, thereby eliminating intermediaries and distributors. However, new forms of intermediaries are emerging. For instance, e-markets themselves can be considered as intermediaries because they come between suppliers and customers in the supply chain.
* *Transparency in pricing*.among the more evident benefits of e-markets is the increase in price transparency. The gathering of a large number of buyers and sellers in a single e-market reveals market price information and transaction processing to participants. The Internet allows for the publication of information on a single purchase or transaction, making the information readily accessible and available to all members of the e-market. Increased price transparency has the effect of pulling down price differentials in the market. In this context, buyers are provided much more time to compare prices and make better buying decisions.
* B2B e-markets expand borders for dynamic and negotiated pricing wherein multiple buyers and sellers collectively participate in price-setting and two-way auctions. In such environments, prices can be set through automatic matching of bids and offers. In the e-marketplace, the requirements of both buyers and sellers are thus aggregated to reach competitive prices, which are lower than those resulting from individual actions.
* *Economies of scale and network effects*. The rapid growth of B2B e-markets creates traditional supply-side cost-based economies of scale. Furthermore, the bringing together of a significant number of buyers and sellers provides the demand-side economies of scale or network effects. Each additional incremental participant in the e-market creates value for all participants in the demand side. More participants form a critical mass, which is key in attracting more users to an e-market.

**ii. B2C e-commerce:** Business-to-consumer e-commerce, or commerce between companies and consumers, involves customers gathering information; purchasing physical goods (i.e., tangibles such as books or consumer products) or information goods (or goods of electronic material or digitized content, such as software, or e-books); and, for information goods, receiving products over an electronic network.

It is the second largest and the earliest form of e-commerce. Its origins can be traced to online retailing (or e-tailing).13 Thus, the more common B2C business models are the online retailing companies such as Amazon.com, Drugstore.com, Beyond.com, Barnes and Noble and ToysRus. Other B2C examples involving information goods are E-Trade and Travelocity.

**Benefit of B2C e-commerce:**

* B2C e-commerce reduces transactions costs (particularly search costs) by increasing consumer access to information and allowing consumers to find the most competitive price for a product or service.
* B2C e-commerce also reduces market entry barriers since the cost of putting up and maintaining a Web site is much cheaper than installing a “brick-and-mortar” structure for a firm. In the case of information goods,
* B2C e-commerce is even more attractive because it saves firms from factoring in the additional cost of a physical distribution network. Moreover, for countries with a growing and robust Internet population, delivering information goods becomes increasingly feasible.

**iii. C2C e-commerce:**

Consumer-to-consumer e-commerce or C2C is simply commerce between private individuals or consumers.

This type of e-commerce is characterized by the growth of electronic marketplaces and online auctions, particularly in vertical industries where firms/businesses can bid for what they want from among multiple suppliers.16 It perhaps has the greatest potential for developing new markets.

This type of e-commerce comes in at least three forms:

* auctions facilitated at a portal, such as eBay, which allows online real-time bidding on items being sold in the Web;
* peer-to-peer systems, such as the Napster model (a protocol for sharing files between users used by chat forums similar to IRC) and other file exchange and later money exchange models; and
* classified ads at portal sites such as Excite Classifieds and eWanted , Pakwheels.com (an interactive, online marketplace where buyers and sellers can negotiate and which features “Buyer Leads & Want Ads”).

Consumer-to-business (C2B) transactions involve reverse auctions, which empower the consumer to drive transactions. A concrete example of this when competing airlines gives a traveler best travel and ticket offers in response to the traveler’s post that she wants to fly from New York to San Francisco.

There is little information on the relative size of global C2C e-commerce. However, C2C figures of popular C2C sites such as eBay and Napster indicate that this market is quite large. These sites produce millions of dollars in sales every day.

**Benefit of C2C e-commerce:**

Consumer to consumer e-commerce has many benefits.

The primary benefit to consumers is reduction in cost. Buying ad space on other e-commerce sites is expensive. Sellers can post their items for free or with minimal charge depending on the C2C website. C2C websites form a perfect platform for buyers and sellers who wish to buy and sell related products. The ability to find related products leads to an increase in the visitor to customer conversion ratio. Business owners can cheaply maintain C2C websites and increase profits without the additional costs of distribution locations. A good example of a C2C e-commerce website is Esty, a site that allows consumers to buy and sell handmade or vintage items and supplies including art, photography, clothing, jewelry, food, bath and beauty products, quilts, knick-knacks, and toys.

**2. Question : Computer security is vital to the survival of a business discuss?**

Computer security is everybody’s responsibility for the survival of a business. principal analyst at the[Information Security Forum (ISF)](https://www.securityforum.org/). “Start by raising awareness across the organisation because people are an organization’s biggest asset and also potentially its biggest risk. How these people take decisions and behave in key moments is essential to strengthening resilience.”

Holt advises capturing the attention of the business with a “sell not tell” message. “Promote a cyber-secure culture by using business language; individuals switch off if they don’t understand what is being said.”

A business relationship manager role can be used to great effect, providing a bridge between the information security function and the rest of the business. This helps explain what needs to be done to support cyber security.

According to UK government, only around 20% of businesses provided cyber security training for their employees in 2016. “If individuals are unaware of how to behave in key moments, they are likely to make poor security decisions,” she says. “Develop an awareness programmed and prioritize it based on the risk profiles of employees. Secure behaviors can be reinforced with regular training and communications.”

Holt believes organizations should focus on rewarding good security behavior and having strategies in place to address behavior requiring improvement. “Leading organizations recognize that a network of trained information security champions from within the business can play a vital role in introducing and embedding positive information security behaviors,” she says.

Holt also suggests using various standards to prioritize cyber security requirements and explain these priorities to the business, such as the [ISO/IEC 27002](http://www.iso27001security.com/html/27002.html) code of practice for information security controls and the ISF’s *[Standard of good practice for information security](https://www.securityforum.org/news/isf-launches-thee-to-non-members/)*.

**Question 3, answer: what is the purpose of information system from a business perspective?**

From a business perspective, an information system is an important instrument for creating value for the firm. Information systems enable the firm to increase its revenue or decrease its costs by providing information that helps managers make better decisions or that improves the execution of business processes.

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| Also from a business perspective, information systems are part of a series of value-adding activities for acquiring, transforming, and distributing information that managers can use to improve decision making, enhance organizational performance, and ultimately increase firm profitability. |

The business perspective calls attention to the organizational and managerial nature of information systems. An information system represents an organizational and management solution based on information technology to a challenge or problem posed by the environment.

Some firms achieve better results from their information systems than others. Studies of returns from information technology investments show that there is considerable variation in the returns firms receive. Reasons for lower return on investment include failure to adopt the right business model that suits the new technology or seeking to preserve an old business model that is doomed by new technology.