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Q1. **E-commerce** is the activity of buying or selling of products and services online or over the internet. Electronic commerce draws on technologies such as mobile commerce , electronic funds transfer , supply chain management , Internet marketing , interchange (EDI), inventory management system , and automated data collection system

Q1B. **B2B e-commerce** , short for business-to-business , electronic business , is selling products or services between businesses through the internet via an online sales portal. In general, it is used to improve efficiency for

companies. Instead of processing orders manually – by telephone or e-mail – with e-commerce orders can be processed digitally.

Benefits of B2B e-commerce

1. More Business

Opportunities: A web store can help strengthen your online presence, letting potential clients and resellers find you through search engines. This is especially effective if you choose to make your catalog pages public.

2. Improved Sales

Attracting more clients can help boost your sales, but that's not the only way a B2B e-commerce platform can help improve your business performance.

Choosing the right B2B e-commerce solution lets you display relevant and specific product recommendations for your visitors. You can make sure your clients see related products, but also items with more features,

unlocking powerful cross-selling and upselling opportunities.

3.Lower Costs

Growing your revenue while minimizing your costs might sound impossible, but it's a very real benefit of B2B e-commerce.

4.Customer Reviews

A great online buying experience keeps your clients coming back for more, and it might even help drive sales.

5.New Markets

We already mentioned that a B2B web store can help you reach more clients. And those clients don't necessarily have to be in your existing markets.

Q1C. B2C e-

commerce ,Business to consumer (B2C) is business or transactions conducted directly between a company and consumers who are the end-users of its products or services. The business-to-consumer as a business model differs

significantly from the business-to-business model, which refers to commerce between two or more businesses.

Benefits of B2C e-commerce

1. Increased Awareness:

With over six billion Internet users across the world, it's obvious why B2B and B2C Internet marketing increases awareness of businesses and their products or services. More than that, with more B2B and B2C companies marketing themselves on the Internet, marketers are in a better position to pick up details about their competition.

2. Better Interaction:

The social network explosion, in addition to email and website marketing, also gives marketers the ability to interact more directly with their customers, whether businesses or consumers. An important part of this interaction is educating

customers, either as a group or as individuals.

3. Better Service:

Better education relates to better service. In the days of mom-and-pop stores, customer service usually meant the interaction you got once you walked in the store, when what you ordered was delivered to your doorstep or when you called via telephone. Now that more B2B and B2C companies are using the Internet, though, they're providing marketing websites on which customers can make contact when they have questions or concerns, and they're sending informative emails that don't merely advertise but also inform their customers with practical information.

Q1D. Customer to customer (C2C) markets provide an innovative way to allow customers to interact with each other. Traditional markets require

business to customer relationships, in which a customer goes to the business in order to purchase a product or service. In customer to customer markets, the business facilitates an environment where customers can sell goods or services to each other.

Benefits of C2C e-commerce

1. Low transaction cost
2. No intermediary
3. Wide reach
4. Round the clock availability

Q2. Computer security vital to the survival of business :

Gone are the days when companies could pass the headaches of cyber security to the IT department, as it has become more of a business issue too. This is especially important as businesses are more digitized, meaning they are exposed to an

increasing number of threats if they do not manage the risk of security properly. While more Hong Kong businesses understand the value of shifting their mindset in cyber security from questioning if their business will experience an attack, to when will they be threatened and how will they respond, they still need to address cyber security as the business risk it is.

In Telstra's recent Cyber Security report, data shows that 59% of Asian organizations experienced a business-interrupting security breach at least once a month.

This comes down to the increase in digitization across the board. As we move towards digitization, the number and type of devices requiring enhanced security measures increase too. Mobiles, tablets, wearables and Internet of Things (IoT) enabled devices all fall short in the traditional approach of securing network perimeters by a firewall.

Additionally, new technologies such as artificial intelligence and machine learning are providing attackers with enhanced tools for more complex attacks.

If recent global security breaches impacting over 200,000

computers in 150 countries and costing millions are anything to go by, it could not be clearer that cyber security impacts

businesses as a whole, not just IT departments. The types of

threats businesses face are changing too. Hacking software

is becoming more sufficient, increasing the impact that

hackers can have on a business. Cyber hackers are moving to

more sophisticated agendas such as espionage, disinformation,

market manipulation and disruption of infrastructure, on

top of previous threats such as data theft, extortion and

vandalism. Being able to mitigate these threats requires businesses

to not only think of cyber security

as a business risk, but to act on this too. Successful protection of a company requires the business to think about what these cyber risks mean for the business as a whole and for its customers.

Q3. Definition of Information system

An information system is a set of people; procedures and resources that collect transform and disseminates information into an organization.

A Business Perspective on Information Systems

Using feedback completes the information-processing loop. To be a good Information Systems manager, however, you must bring into that loop far more than just the computer data. For instance, your information system reports that you produced 100,000 widgets last week with a "throwback" rate of 10%. The feedback loop tells you that the throwback rate has fallen 2% in

the last month. By putting that information into a broader context you will establish that it will cost the organization a huge sum of money because each percentage point on the throwback rate averages \$10,000. And when you bring in available external environmental information, your company is 5% above the industry norm. Now that's information you can use to your advantage.

If you, as a manager, can then take other information from the internal and external environments to come up with a solution to this problem, you can consider yourself "information literate."

Porter's value chain is a framework for thinking strategically about the activities involved in any business and assessing their relative cost and role in differentiation. Value can be created by differentiation along every step of the value

chain, through activities resulting in products and services that lower buyers' costs or raise buyers' performance. The sources of value creation come from policy choices, linkages, timing, location, sharing of activities among business units, integration, learning and institutional factors.