**Name: Iheoma Chibuzor Alexander**

**Matric no: 15/sms03/011**

**Department: Business Administration**

**Level:300**

**Course code: EMS 302**

1. What is E-commerce

Electronic commerce or e-commerce refers to a wide range of online business activities for products and services.It also pertains to “any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact.

E-commerce is usually associated with buying and selling over the Internet, conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network.

(1b) Explain the B2B, B2C, C2C, e-commerce and their benefits

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.

Benefits

 1: More Business Opportunities

Who doesn’t want to grow their potential client base?

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. However, even if you decide to keep your catalog private, you can use targeted marketing content in your web store to grab the attention of new clients.

 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 up-selling 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.

Modern technology lets you take almost every aspect of your business online, including order entry, client information provision and customer service. By automating and streamlining these various processes, your company can cut down on unnecessary costs – even while you make your business processes more efficient.

 4: Customer Reviews

A great online buying experience keeps your clients coming back for more, and it might even help drive sales. After all, what would you trust more: promotional text from a manufacturer or wholesaler, or a positive review from another buyer?

By offering an exceptional B2B web store, you can turn your clients into evangelists. By simply leaving a review, clients sharing their enthusiasm can have an incredible effect on your business, with [reviews producing an average of 18% uplift in sales](https://www.vendasta.com/blog/50-stats-you-need-to-know-about-online-reviews).

 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.

Because your online sales portal won’t rely on the availability of your sales team, your digital sales channel can be available 24/7, 365 days a year. By eliminating the challenge that time differences often pose in the order process, B2B e-commerce makes it easier than ever to serve a wider international market.

 6: Data-Driven

Powerful B2B e-commerce software lets you streamline and automate plenty of processes, and it can also grant unique insight into the data that matters to your sales and marketing operations – especially if you integrate your B2B e-commerce platform with your ERP system.

If you have an integrated e-commerce setup, your ERP can calculate detailed sales statistics for each of your clients. Order totals, revenue, profit percentages, or even discounts within a specific time period. With so much data available, there’s no need for vague estimates.

And that’s not all: you can even use client data to create customer segments and enhance your marketing, making it more targeted and more effective. Download [the definitive guide to personalizing the B2B customer journey](http://info.sana-commerce.com/int_wp_the-definitive-guide-to-the-personalized-b2b-customer-journey.html)for more information.

B2C

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

Benefits

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.

C2C

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

Benefits

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 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.

1. Computer security is vital to the survival of a business explain?

The electronic systems used by businesses operate with all kinds of sensitive and confidential data. The systems that handle the data must be secured in the best possible way. When it comes to running a business of any size, all data is important data. Data security is vital for every business, regardless of its size.Anyone who is running a business is also in ownership of any information regarding the business itself. This includes information about the products or services offered by the company, business plans and financial plans, information about the buyers of the goods or services.

Some of the business data is used for risk mitigation, revenue optimization as well as overall improvement of the business. By the sole fact that data can generate future benefits, it becomes an asset. Any asset used to improve your business should remain secure and confidential – and such is the importance of data as an asset.

All businesses exist to provide goods or services to others. Even by simply buying a single item with a credit card, your clients are trusting you with sensitive information. Of course, no serious business would intentionally abuse their clients’ information. However, even an unintentional data leak could easily affect your business reputation.

Any data leaks and any security breaches are a threat that is just as real to businesses of all sizes. When there is a security breach, there is more than just money at stake. Flawed data security puts all your clients at risk, and as a consequence also the future of your business. Reputation takes **years to build and seconds to destroy**.

1. What is the purpose of information system from a business perspective

The purpose of management information systems, including decision support systems, is to guide the decision-making process. Specifically, MIS combines people, computer hardware, software and communication devices to collect, store and convert raw data into useful information, which subsequently is communicated to the right people precisely when needed.

Also Monitoring and controlling the activities of employees is a core function of information systems. This is especially true of financial transactions in which management has a duty to prevent fraud and theft. In this role, the security of the information system is critical, as managers rely on it to track payments received from customers and invoices from suppliers. The system imposes its control functions by allowing only authorized employees to log in and access the relevant functions. For example, only a few employees may be authorized to generate a company check. In addition to limiting who can perform such functions, the system keeps track of who logged in and carried out the task.It also helps in decision making information systems is management support in making decisions. Managers can get all the information they need about company activities from the system. Complete, accurate information means management decisions are more effective. More sophisticated systems can go beyond supplying data to running scenarios: Managers present hypothetical decisions and the system shows what the results might be. This function of information systems helps managers make decisions that have relatively predictable results.