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Questions

1. What is E-Commerce? Explain the B2B, B2C, C2C E-Commerce and their benefits.   
2. Computer Security is vital to the survival of a business Discuss.   
3. What is the Purpose of information System from a Business Perspective?

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What is E-Commerce?

E-Commerce also called electronic commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business to business, business to consumer, consumer to consumer or consumer to business. It can also be defined as sales and purchase of goods and services over an electronic medium like the internet.

1. Business to Business

Business-to-Business (B2B) e-commerce encompass all electronic transactions of goods or services conducted between companies. Producer and traditional commerce wholesalers typically operate with this type of electronic commerce.

Benefits:

* More business opportunities-This happens when you have a very strong presence online, you may get the attention of new clients and old clients when they make use of different search engines especially if your catalogue pages are made public
* Lower cost-Advancement in technology has allowed businesses to carry almost every part of their business online these include customer service, order entry, information of clients by doing all these allows the company to cut unnecessary cost.
* Improved brand awareness- Developing pages indexed by search engine crawlers is a fast way to improve the likelihood of your target customers finding out about you.
* Good customer service- It gives B2B organizations a chance to improve their customer service by allowing them to provide accounts, orders, history and tracking details through a self-served portals in addition displaying specific products and services at the same time making the process a simple and easy to one to understand.

1. Business to consumer

The business to consumer (B2C) type of e-commerce is distinguished by the establishment of electronic business relationships between businesses and final consumers. It corresponds to the retail section of e-commerce, where traditional retail trade normally operates. This type of commerce has greatly developed due to the advent of the web, and they are already so many online stores which sell consumer goods such as food, software and computers etc. when compared with traditional commerce, the consumer usually has more info available in terms of informative content also the is a common idea that people have that buying in stores is cheaper. The reason why this type of commerce is very popular is because people enjoy convince of purchasing products and services online.

Benefits:

* Unlimited marketing time- It gives customers the chance to shop 24/7 as they are able to browse for goods and services for as long as they like without a closing time
* Uniformed user experience- Unique features are added which engages customers in order to help them make decisions.
* Higher sales- Increased sales with cross sales and replacement techniques with integration of sales promotion.
* Optimized search experience- This is simply making searching for things much more simplified, more detailed and increasing extensive search capabilities: name, division, location, manufacturer, price and any other known details.

1. Consumer to consumer

Consumer to consumer (C2C) type of e-commerce encompasses all electronic transactions of goods or services conducted between consumers. Generally this transactional process is conducted through a third party which provides a platform where the transactions are actually carried out. The way this works is by the consumer that wants to purchase visits the site and searches for the available products when purchased the seller is the one who is responsible for delivering the product, the business in the middle usually has a required fee before transaction can be completed. Examples are eBay, Amazon and OLX etc.

Benefits:

* Eliminates intermediary- this removes the middle man from the equation therefore making it a more personally relationship which is good for future transactions.
* Low transaction cost- This is because it’s a meeting between buyer and seller so cost of transaction wouldn’t be like that of a delivery man they can even decide on how much is to be paid for the delivery.
* Accessibility of seller- It much easier to reach the seller as you can decide on multiple occasions on where you want to meet at any given time of the day as its more convenient

Computer/Cyber Security is vital to the survival of a business. Discuss.

Cyber security is protecting your computer systems from the threat of ransom-hardware, scams, data theft, unauthorized access and other known online vulnerabilities. Nowadays that most business activities takes place online these include advertising, online selling among other things, Its very important that these things are secured from unwanted users.

Cyber security is very vital in the survival of a business because many infected web pages are being discovered every day and these can cause a breach in security and when these breaches occur it’s very difficult to recover from them. Some micro-terrorist hack into business info by gaining passwords and close networks just so that the business would pay them if they wish to regain control of their network. In today’s society businesses live and exist on the computer system as it’s used for keeping data such as customer personal info, marketing and strategic planning and history of financial transactions and sensitive info that gives a company an edge over competitors. It’s vital that such things don’t leak because if it does businesses that were built over years of hard work can be destroyed overnight. Inability to secure such info would lead to lack of trust in the business, loss of competitive edge, bankruptcy. An example of this is a Dutch company known as DigiNotar, it was into issuing and selling certificates but in 2011 it had a security breach which gave hackers the opportunity to issue fake certificates this allowed them to have access to hundred thousand plus emails causing customer to discard themselves from themselves from the company which lead to bankruptcy. This why cyber security is important to businesses and cyber security is not something you do once and assume you are save from all forms of cyber threat because it’s something you have to keep up dating from time to time in order to stay ahead form hackers as technology is ever changing and advancing.

What is the purpose of information system from a business perspective?

Before we begin to consider the various purposes of information system from a business point of view we first of all have to define an information system, it may be defined as a set of interrelated components that collect or retrieve, process, store, and distribute info to support decision making and control in an organization.

Nowadays in order for businesses to remain at the top of their game they would need the help of a very good information system because it makes it easier to analyse independent processes such as work activities, info and know how to produce goods and services also by integrating information system into the business different processes are much faster and allows you to focus on much more important activities than when information system wasn’t present.

Various purposes for the use of information system according to businesses:

Easier Decision Making: Without the help of an information system the decision making process would take longer than usual. The managing staff with the help of the info system can develop plans that would pick the best possible choice for the company; in order for the business to be able to reach its full potential it would need the aid of information system because they are able to come up with the best possible conclusion regarding the general economy and suggesting the best course of action.

Planning and Analysing: Information system has a very important role when it comes planning goals of an organization, It gives the chance to manage and think of a much more effective and efficient way to plan business goals. Thanks to information system and its competitor analysis feature a business would be able to compete with their rivals in a very unique way that gives them an edge over their competitors but this can’t be achieved without the help of highly skilled IT professionals.

Preventing Crisis: Before businesses didn’t have the ability to analyse the share market and how well the company was doing which caused so many problems but with the introduction of information system companies where able to record their past performances in order to predict future crisis and prevent them before they occur by analysing every data and keeping track of margins and profits. Information system are tools which are able to keep track of where your organization is going this is probably the best way of predicting and stop danger to the business before it occurs.

Information storage: Information system is key when the topic of storing data arises. Having hard-copy of data is good but its time consuming especially if you want to check data that’s like 5years old but having a good information system would allow you organize this data by date and time making searching for all sorts of data faster and much more convenient.

Data Control: Having full control of all information that flows within the organization is very important when it comes to the stability and safety of the information system. It has the ability to control data and provide you with info that you need for various processes instantaneously.