NAME: ODUKA EMMANUEL IKEMBA

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1. **WHAT IS E-COMMERCE?**

E-commerce (electronic commerce or EC) is the buying and selling of goods and services, or transmitting of funds or data, over an electronic network, primarily the internet.

**1b. Explain the B2B, B2C, C2C, E-Commerce and their benefits?**

**Business to Business- B2B:** This is one of the most common ways of conducting e-commerce transactions. For instance, businesses that manufacture products sold in shoprite malls are operating under a business to business e-commerce model because they are a business selling products to another business.

**BENEFITS OF B2B:**

MORE BUSINESS OPPORTUNITY: 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.

IMPROVED SALES: 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.

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

**Business to Consumer-B2C:** This is another common way of conducting business which includes retail stores, restaurants, and amusement parks. For instance, buy food products as B2B transactions while selling products as a B2C transaction.

**BENEFITS OF B2C:** increased awareness, better interaction, better service

**Consumer to consumer-C2C:** this type of business are conducted on ebay,jiji, abuad online stores, obiwezy.where individuals may have new or used products that they sell to other individuals.

**BENEFITS OF C2C:** broad market eliminates intermediary, constantly changing and updating, Always there so that consumers can use it whenever they want.

1. **WHY IS COMPUTER SECURITY VITAL TO THE SURVIVAL OF A BUSINESS?**

Computer security is vital to the survival of business in many ways: computer security is important in the survival of business because it helps protect the assets of the company against outsiders; helps protect their company data from loss and other competitors getting their hands on private company data which their competitors can use against them.

Computer security also help in data recovery, when data is lost, it can be recovered if it is backed up.

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

.Protection of assets

.Data backup

.Data recovery

1. **WHAT IS THE PURPOSE OF INFORMATION SYSTEM FROM A BUSINESS PERSPECTIVE?**

**Organized data:** Excellent organization is crucial for any business which is trying to be successful with a great information system, your company will be well organized, come up with quick solutions and make faster decisions under any circumstance.

Perspective on your business future:

**Information storage:** Information systems are convenient when it comes to storing data you’ll need in a few year’s time . For example, successful newspapers keep their photos safely stored in data archive. The data archive can be opened and used later on to find the photos, if needs be

**Analyzing and planning:** The MIS plays an important role in the planning process since it lets you manage all data and think of an easier way to plan your business goals.

**Data control:** Having complete control over the company’s information is essential when it comes to the safety and stability of the information system. Therefore, the MIS has the ability to control your data and provide the information you need for various processes instantaneously.