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**COURSE TITTLE: MANAGEMENT INFORMATION SYSTEM**

* **WHAT IS E-COMMERCE**

E-commerce (electronic commerce or **EC**) 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 transaction occur either as business-to-business, business-to-customer, consumer-to-customer or consumer-to-business.

* **EXPLAIN THE B2B, B2C E-COMMERCE AND THEIR BENEFITS**
* **B2B BUSINESS TO BUSINESS:** This type od websites for business is suitable for the companies that sell products or services to another company, which is an intermediate buyer who then sells the product to the final customer. The help other companies establish solid foundation for the long-term commercial interrelations between the companies.

**BENEFITS OF B2B BUSINESS TO BUSINESS**

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.
2. **IMPROVED SALES:** Attracting more clients can help boost your sales, but e-commerce platform can help improve your business performance. Choosing the right B2B e-commerce solution lets you displays relevant and specific product recommendation for your visitors.
3. **LOWER COST:** Growing your revenue while minimizing your cost might sound impossible, but it’s a very real benefit of B2B e-commerce.
4. **CUSTOMEER 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 to be in your exiting markets.
* **B2C BUSINESS TO CONSUMER:** B2c website for business are the most popular. Web platforms that follow the B2C model are suitable for companies which sell products or service directly to a customer online.

**BENEFITS OF B2C BUSINESS TO CONSUMER**

1. **CONVENIENCE & EASINESS:** For many people in the world, e-Commerce becomes one of the preferred ways of shopping as they enjoy their online because of its easiness and convenience. They are allowed to buy products or services from their home at any of day or night.
2. **OFFER PRODUCT DATASHEETS:** Consumers can also get description and details from an online product catalog. For your customers, it is very much important to get information about the product no matter whether the time of day and day of the week.
3. **ATTRACT NEW CUSTOMERS WITH SEARCH ENGINE VISIBILITY:** As we all know that physical retail is run by branding and relationships. But, online retail is also driving by traffic that comes from search engines. For customers, it is very so common to follow a link in the search engine results and land up on an ecommerce website that they never heard of.
4. **COMPRISE WARRANTY INFORMATION:** No matter whether you are looking to choose including with product descriptions and datasheets or providing it from within an ecommerce shopping cart, you need to make sure that customers must be aware of important terms and conditions that are associated with their purchase.
5. **KEEP EYE ON CONSUMERS BUYING HABIT:** The best thing is e commerce retailers can easily keep a constant eye on consumers’ buying habit and interest.
* **C2C CONSUMER TO CONSUMER:** Consumer to Consumer website serves as a mediator between the clients and gives an opportunity to sell or purchase goods directly. Through C2C web-service consumers can sell their assets like cars, or rent a room by publishing their information on the website. One customer may buy a product of another consumer by viewing the description on the website.

**BENEFITS OF B2B BUSINESS TO BUSINESS**

1. **WIDE RANGE OF PRODUCTS AND SERIVES:** Electronic commerce internet enables the customers to choose a product or service of their choice a product or service of their choice from any vendor anywhere in the world.
2. **Convenience:** Customers can buy any product from anywhere in the world without moving through interest.
3. **SAVES MONEY:** The cost incurred by the business on the middlemen generally falls on the consumer.
4. **SAVE TIME:** Time saving is one of the prime benefits of online shopping. Time taken for selection, buying and paying for an online product may not take more than 15 minutes; the products are delivered to customers door steps within a week.
5. **ADEQUATE INFORMATION:** Internet is used as a main vehicle to conduct transactions, compare the prices and benefits and finally evaluate its value before committing purchase
* **C2B CONSUMER TO BUSINESS:**  Website following C2B business models are the least widespread among the other types of business models. In the C2B individuals offer goods and services to companies in exchange for pay. It is a complete reversal of B2B or B2C, where companies offer their services to customers. C2B web-service to customers. C2B web-service provide an opportunity for the consumers to set prices for the products they would like to buy. The C2B website finds the seller who is eager to sell the goods for the price that the customer wants.

**BENEFITS OF C2B CONSUMER TO BUSINESS**

1. Reduce the cost of maintaining and managing inventory
2. Its available through the search engines
3. Reduce the cost of maintaining and managing inventory
4. Record and refer to the buying habits of your customers
5. It is computerized, hence extremely

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

Most businesses of the modern era are subject to security threats and vandalism. Technology can be used to protect financial data, confidential executive decisions and other proprietary information that leads to competitive advantages. Simply put, technology helps businesses keep their ideas away from their compepition. By having computer with passwords, a business can ensure none of its forthcoming projects will be copied by the competition.

**WHAT IS THE PURPOSE OF INFORMATION SYSTEM FROM A BUSINESS PERPECTIVE**

An information system is a set of interrelated components that collect or retrieve, process, stote, and distribute information to support decision making and control in an organization. Informations system can also be used analyze problems, visualize complex subjects, and create new products.