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**Paper: E-Business**

**Q#1: In your opinion which E-service has had enormous growth in recent years? write your answer with suitable examples**

**E-service (Electronic service):**

E-services are defined as services that are produced, and consumed through the use of ICT-networks such as for example Internet-based systems and mobile solutions.

Today, when someone refers to e-service they are mostly referring to the buying and selling of products over the web. However, any transaction that is completed through electronic measures is also considered to be E-service.

E-services software paradigm enabling peer-to-peer computation in distributed environments based on the concept of “service” as an autonomous piece of code published in the network.

Services provided to customers through digital.

Examples: Banking, loans, stock trading, jobs and career sites, travel, education, consultancy advice, insurance, real estate, broker services, on-line publishing, and on-line delivery of media content such as videos, computer games.

**E-service: benefits**

1. Accessing a greater customer base.
2. Broadening market reach.
3. Lowering of entry barrier to new markets and cost of acquiring new customer.
4. Alternative communication channel to customers.
5. Increasing service to customers.
6. Enhancing perceived company image.
7. Gaining competitive advantages.
8. Potential for increasing customer knowledge .

**E-service: Domains**

Business: E-Business

Public: E-Governoment

Cross sector: E-Learning

 E-Health

**Categories:**

* **E-Government:** The general description of a way to provide better access to government information and services through electronic means such as the internet and mobile communications.

**G2C (Government to Citizen)** Example: Publishes and explains the government roadmap to citizen.

**G2G (Government to Government)** Exchange services and information crossgovernment departments.

**G2E (Government to Employee)** Example: payment, training.

* **E-learning** is a learning environment which uses information and communication technologies (ICT’s) as a platform for teaching, training and learning activities.
* **E-health** is the use of information and communication technologies (ICT) for health. Examples include treating patiets, conducting research, educating the health workforce, tracking diseases and monitoring public health.
* **E-business:** E-business is the conduct of business processes on the internet. These electronics business processes include buying and selling products, supplies and services; servicing customers; processing payments; managing production control; collaboration with business partners; sharing information; running automated employee service; recruiting; and more.

**B2B (Business to Business) s**elling products or services between businesses through the internetvia online sales portal.

**C2C (Consumer to Consumer)** is a business model that facilitates an environment, usually online, where customers can trade with each other. Two implementations of C2C markets are auction and classified. C2C marketing has soared in popularity with the arrival of the internet.

**B2E (Business to Employee)** uses an intra-business network which allows companies to provides products and services to their employees.

**B2C (Business to Consumer)** is the E-service had the most enormous growth in recent years. It is a business or transections conducted directly between a company and consumers who are the end-users of its products and services. Nowadays, a lot of e-commerce is b2c, as it’s easy for businesses to target specific consumers online. Businesses are able to put their products online, allowing the consumer to purchase the products in the comfort of their own home, saving them some precious time**.**

The term business-to-consumer (B2C) refers to the process of selling products and services directly between a business and consumers who are the end-users of its products or services. Most companies that sell directly to consumers can be referred to as B2C companies.

B2C became immensely popular during the dotcom boom of the late 1990s when it was mainly used to refer to online retailers who sold products and services to consumers through the Internet.

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

**B2C in the Digital World**

There are typically five types of online B2C business models that most companies use online to target consumers.

1. Direct sellers. This is the most common model, in which people buy goods from online retailers. These may include manufacturers or small businesses, or simply online versions of department stores that sell products from different manufacturers.
2. Online intermediaries. These are liaisons or go-betweens who don’t actually own products or services that put buyers and sellers together. Sites like Expedia, Trivago, and Etsy fall into this category.
3. Advertising-based B2C. This model uses free content to get visitors to a website. Those visitors, in turn, come across digital or online ads. Basically, large volumes of web traffic are used to sell advertising, which sells goods and services. Media sites like the Huffington Post, a high-traffic site that mixes in advertising with its native content is one example.
4. Community-based. Sites like Facebook, which builds online communities based on shared interests, help marketers and advertisers promote their products directly to consumers. Websites will target ads based on users’ demographics and geographical location.
5. Fee-based. Direct-to-consumer sites like Netflix charge a fee so consumers can access their content. The site may also offer free, but limited, content while charging for most of it. The New York Times and other large newspapers often use a fee-based B2C business model.

**Some B2C companies as an example:**

1. Netflix
2. McDonald's
3. Coca Cola
4. Nike
5. Apple
6. Nivea

**Some B2C websites as an example:**

1. AliExpress
2. Booking. Com
3. Amazon

**Q#2: How e-auction have changed the concept of buying and selling? Which improvement has brought? How many type of auction can be implemented on internet?**

**AUCTION**

**Definition:**

An auction is usually a process of buying and selling goods or services by offering them up for bid, taking bids, and then selling the item to the highest bidder or buying the item from the lowest bidder

History of Auction:

The word "auction" is derived from the Latin auctum, the supine of augeō, "I increase” For most of history, auctions have been a relatively uncommon way to negotiate the exchange of goods and commodities. In practice, both haggling and sale by set-price have been significantly more common. Indeed, before the 17th century only a few sporadic auctions were held.

E-Auction:

Virtual auctions on the internet. The seller sells the product or service to the person who bids the highest price. For sellers, online auctions open up new sales channels for new products and offer buyers favorable purchasing conditions.

MARKET PLACE:

Online auctions have effectively created a giant virtual marketplace where people can gather to buy, sell, trade and check out the goods of the day. They're enormously popular, high-traffic venues where you can begin selling product almost immediately.

Advantages:

These are some reasons of virtual auction;

• No overhead or upfront costs

• No sales staff or distributors

• No website of your own

• No initial investment (you'll pay between 2 and 5 percent of your final sale price)

If we say these are very few advantages of virtual auction it would not be a wrong statement. People’s mind become totally changed for e-businesses. And they are getting more and more advantages from it.

EXAMPLES:

Some examples of electronic auction are:

1-ebay

2-Yahoo Auction

3- Amazon

According to some researchers eBay is on the top, while yahoo auction is on the second and Amazon is on the third in ranking.

In this massive marketplace, the auction site that rules the game is eBay. According to the Neilson Ratings, eBay is among the top ten most-trafficked sites on the Internet. eBay leads the online auction industry with a more than 60 percent share of the market, while its closest competitor, Yahoo! Auctions, is only half its size. Amazon.com Auctions follows at a distant third. In today’s world there are more than 3 websites. Majority of the population is engaged in e-services, and earning lots of advantages from it.

Improvement in E-Auction:

Internet technology is effective in organization activity by overcoming geographical boundaries and allowing companies ease in collecting information on consumers, as well as improving customer service. Exchanging information, selling and buying, analyzing customer needs and monitoring competitors are easier to perform by using internet.

Widely used tool:

The internet has become a widely used tool for auction over the last decade. The internet has had a huge impact on businesses by allowing easier and quicker access to information and in larger quantities to a larger customer base. With the internet becoming a widely used auction tool, businesses can compete globally with other small businesses and big businesses by attracting customers and businesses.

Types of Digital Auction:

Auctions have become more and more accessible as they’ve moved into the digital realm. There are so many types of auction but in internet some types are used commonly. According to some researchers in 2019 the most commonly used auctions on internet are:

1. Reverse auction

2. Penny auction

3. English auction

4. Dutch auction

5. First-price sealed-bid

6. Vickrey auction

Live Auction VS Online Auction:

Live auction required physical interaction while Online auctions mainly break down and remove the physical limitations of live auctions such as geography, presence, time, space, and a smaller target audience. Auctions have evolved from live auctions to online auctions with the help of technology.

**Q#3 (a):** **Explain the purpose of introducing text ads? Define text ad and ads appear?**

**Purposes of text Advertisements:**

For a given market target, there are some purposes which an text advertisement seeks to attain. It is possible to achieve more than one type of objective with one single campaign; but that is both difficult and costly. Whenever a company seeks to achieve more than one purpose through advertisements, it must make sure that the various purposes are in conformity with its overall marketing strategy. When a company seeks to increase the recognition of a brand name or product as part of its branding policy in marketing, text advertisements are the way to go.

**Basic purposes of advertisements:**

* Changing belief about the brand.
* To assist salesmen in marketing products.
* Generating direct sales.
* Building the company’s image.
* Advertisements create awareness.
* Direction to use.

**Text advertisement:**

To reach people with easily edited messaging while they're browsing websites or using apps, create text ads. You can run new text ads by creating either responsive ads or expanded text ads. This article gives you overviews of types of text ads that can run on Display, and the way that display text ads are enhanced with formatting and even images. Text advertising is an easy way for businesses to connect with customers about sales, special promotions, or important news. Text advertising is an excellent way for businesses to connect with consumers about deals, promotions, upcoming events, and other offers and opportunities. It’s also an underutilized platform of communication with lots of potential and excellent results.

**Information:**

Text-based ads, although common in email, have been dominated on the Web by their graphical-based counterparts. Affiliate marketing is one area where text ads have flourished. However, many mainstream advertisers are only beginning to discover the power of text. Google has caused a buzz with its text advertising options, generating a self-proclaimed “click-through rate 4-5 times higher than industry standard for banner ads.” While lacking some of the advantages of graphical ads, text-based ads have some powerful advantages of their own. They download almost instantly and are not affected by ad blocking software.

**Types of text ads:**

These are some types of text ads;

* **Responsive ads:**

Responsive ads can show as several different formats, including text ads. They adapt seamlessly to fit across millions of possible placements, automatically transforming from text ads to image ads to fit available ad spaces. Responsive ads are an easy way to enter into the world of image ads. With responsive ads, you have the option of scanning your website for images, using our free library of images, or uploading images from your computer.

* **Expanded text ads:**

Expanded text ads (ETAs), which are the next generation of Google text ads, can run on the Display Network in a different format than in Search. To boost their impact, display ETAs may, for instance, have a different layout for description lines. They may also appear in native formats or image formats (for details, see the relevant sections below). When you create an expanded text ad for Display, therefore, the preview will not represent what customers will actually see.

* **Standard text ads:**

You're no longer able to create and edit standard text ads on the Display Network. Existing standard text ads on Display do, however, still run. Instead of editing standard text ads, remove them and create responsive ads, which are a better way to reach people on the Display Network because they adapt seamlessly to millions of apps and websites.

* **Dynamic text ads:**

Text ads in remarketing campaigns linked to Google Merchant Center product data may automatically be upgraded to dynamic ads. To opt-out of showing any dynamic ads in the campaign: In the previous AdWords experience: Deselect "Use dynamic ads" checkbox in your campaign "Settings" tab. Campaigns that have this box unchecked will no longer serve any dynamic ads. In the new Google Ads experience:

* Click Display campaigns in the navigation panel
* Click on your campaign.
* Click Settings then Additional settings.
* Click Dynamic ads and deselect the checkbox.

**Visual formats:**

To boost your impact, text ads on Display may automatically show in more visual formats. Here are the 2 general categories of these formats:

* **Native formats:**

This text ad integrates with the look, feel, and content of a publisher’s site. Text ads on Display can run as native ads, adjusting their fonts, colors, and design to the sites they show on. Your text may also be shortened in native formats. If your extended text ads or standard text ads require the full descriptive text, opt out of showing native ads by filling out the Opt-out form. Requests are typically processed on a weekly basis.

* **Image formats:**

To help improve the performance of text ads, we may supplement them with your logo found in your Google or Google Ads accounts, or with images from other third-party sources. If you have a favicon available on your website, Google Ads may add it to your text ad, alongside the visible URL.

**Text ads appear:**

* These ads can appear on Google results pages and across the Google Network, which includes the Search Network, search partners, and the Display Network. Text ads might look different on the Display Network, or on mobile.
* Text ads often appear with language that labels them as advertisements so that viewers understand that the links are paid promotions.

**Q#3 (b): how retailers of books, music and video have benefited from web catalog?**

**Web catalog:**

**Definition:**

Web catalogues contain a collection of linked internet addresses which are mostly sorted according to specific criteria e.g. by industry. They help users search for information in a more targeted way. Before the emergence of search engines, web catalogues were the only way to search for a website on the internet. From a search engine optimization point of view, an entry in a web catalogue can be very useful since it makes it easier to find your website as well as creating an additional backlink

**Use of Catalog:**

* A catalog can be any compilation of items organized in a systematic manner. That's why the list of books available at your library might be organized in a digital catalog. It can also be used as a verb meaning to make a catalog of items or to add an item to a catalog. A person can catalog anything.
* A number of different sellers have adapted their catalog sales model to the Web. These Web stores display photos of casual and business products categorized by style and described with prices, sizes, colors, and other important details.
* Customers could initiate text chat with a customer service representative to ask different questions.
* For example: To use an online Catalogues, a library patron or college/university student simply has to access the library link online and then click into the online catalog. Most systems do require an account that will ask for login and password information.

Once logged in, a wealth of information about the library and its contents are made available via searches in many forms. Searches can be done by title, author, date, or even subject. Results offer a link for quick electronic access or by make it clear where each item is physically located.

**Uses Of Catalog for Books, Music, and Videos:**

Retailers using the Web catalog revenue model to sell books, music, and videos have been among the most visible examples of electronic commerce.

**Jeff Bezos:**

In 1994, a 29-year-old Wall Street financial analyst named Jeff Bezos became intrigued by the rapid growth of the Internet. Looking for a way to capitalize on this new marketing tool, he made a list of 20 products that he thought would sell well on the Internet. After some intense analysis he determined that books were at the top of that list.

Bezos had no experience in the book-selling business, but he realized that books were small-ticket commodity items and were easy and inexpensive to ship. He knew many customers would be willing to buy books without inspecting them in person and that books could be impulse purchase items if properly promoted. More than 4 million book titles are in print at any one time throughout the world; however, even the largest physical bookstore cannot stock more than 200,000 books. Bezos had identified a strategic opportunity for selling online.

**Establishment of Amazon:**

Fifteen years later, Amazon.com, the company Bezos formed to sell books on the Internet, has annual sales of more than $22 billion and more than 100 million customers. Amazon.com has evolved to become a general retailer that sells books, music, videos, consumer electronics, housewares, tools, and many other items. The rapid growth of Amazon.com inspired many booksellers to undertake electronic commerce.

**Adoption of Web Catalogs by More Companies:**

A number of well-established companies that operated physical bookstores, such as Barnes & Noble, Blackwell’s, Books-A-Million, Borders, and Powell’s Books, all adopted the Web catalog revenue model in their online sales endeavors. In 2001, Borders closed its site and had Amazon.com handle its online business, but ended the strategic alliance after seven years and reopened its site in 2008.In 1994, the same year that Jeff Bezos started his online bookstore.

**Web Catalog in MUSIC/VIDEO Companies:**

 24-year-old twin brothers Jason and Matthew Olim began an online music store they called CD now that Web catalog revenue model. Other online retailers such as CD Universe followed CD now’s approach and also used the Web catalog revenue model. Despite many competitors, by 1997 CD now had one-third of the online music business. After being purchased by German music conglomerate Bertelsmann AG, CD now entered a strategic alliance to have its online store operated by Amazon.com. The success of these online CD sellers forced traditional music retailers such as Camelot, Musicland, Sam Goody, and Tower Records, which had been selling music in their retail stores for decades, to create Web sites that could compete online.

**Mergers of Online and Physical stores:**

The traditional retailers struggled for years, gradually closing most or all of their retail stores, as they tried to compete against online CD retailers (and against online sellers of downloadable music, described later in this chapter). With their physical stores shuttered, and having gone through a series of buyouts and mergers, these traditional music retailers exist online today as the f.y.e. and Tower Records Web sites

**Q#4 (a): Write a few areas where push technology is applicable?**

**PUSH Technology:**

**Definition:**

A service in which the user downloads software from a provider which then continually supplies information from the Internet in categories selected by the user

**Uses Of push technology:**

* Websites employ push technology to continually update content in [real-time](https://websitebuilders.com/how-to/real-time/), such as a breaking news ticker on a news website.
* Web applications often use push technology to notify users of new content, such as a tab that appears on a social media site indicating that new posts are available.
* Computer, tablet, and smartphone applications often use push technology to deliver notifications letting the user know as soon as new content is available

**Some examples of push technologies:**

The most prevalent use of push technology today is for app notifications on smartphones. When you install a new application, such as the Facebook app, you can choose whether or not to receive notifications. If you do opt to receive notifications, you have just subscribed to a push technology.

Another examples of push technology include email delivered using [SMTP](https://websitebuilders.com/how-to/glossary/smtp/), instant messaging applications, some online auction websites which push updated bid price information in real-time, and some sports websites which may push the score of a game to a browser or web application in real-time.

It’s also true, that not everything that might initially look like push technology actually is. For example, while some sports sites use push technology, others may simply automatically refresh the page at regular intervals in order to pull down updated score information from the server. In addition, RSS feeds are actually checked at regular intervals by RSS readers which pull in new content and aren’t pushed by from the feed to the reader.

**Work of Push Technology:**

This note uses PointCast to illustrate push technology. PointCast is a company that provides push software and that sends news and other information to its users. However, the basic principles of push technology are reflected in several products and may be adapted to strikingly different purposes, some of which could be important to California government. It is important to note that the use of push technology is not limited to commercial enterprises. A government agency could distribute information through the same sort of technology, as some examples in a later section will illustrate.

**AREAS OF PUSH TECHNOLOGY:**

* **Notification** – a message displayed to the user outside of the app's normal UI (i.e., the browser)
* **Push Message** – a message sent from the server to the client
* **Push Notification** – a notification created in response to a push message
* **Notifications API** – an interface used to configure and display notifications to the user
* **Push API** – an interface used to subscribe your app to a push service and receive push messages in the service worker
* **Web Push** – an informal term referring to the process or components involved in the process of pushing messages from a server to a client on the web
* **Push Service** – a system for routing push messages from a server to a client. Each browser implements its own push service.
* **Web Push Protocol** – describes how an application server or user agent interacts with a push service

**Q#4(b) what are the possible drawbacks of push technology.**

**Drawbacks:**

1. Disadvantages of the push inventory control system are that forecasts are often inaccurate as sales can be unpredictable and vary from one year to the next.
2. Another problem with push inventory control systems is that if too much product is left in inventory. This increases the company's costs for storing these goods.
3. It cost too much for company.
4. Creating and maintaining profiles can put a burden on users.
5. It requires maintenance of large and complex data bases.
6. It requires diligence to maintain effective product flow
7. It can generate large quantities of scrap before errors are discovered