**Final exam**

**BBA**

**E Business**

**INU Peshawar**

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Question 1:-

# ANSWER:

Global ecommerce retailers are expected to be over $ 4.2 trillion USD by 2020 and reach more than $ 6.5 trillion by 2023. More than 2.1 billion consumers are expected to buy goods and services online by 2021.

The fashion industry has been (and still is) one of the most influential sectors of the E-commerce revolution. Availability, access to a wide range of different products and the robustness of the industry itself are fast products, at some points can make this growth possible. 36% of online users buy clothes online in the EU in 2017.

Fashion is the largest B2C E-commerce market segment and its global size is estimated at US$528.1 billion in 2019. The market is expected to grow further at 12.2% per year and reach a total market size of US$829.6 billion by the end of 2024.

More people than ever are using online retailers to buy their fashionable products. The amount of money these people have created has allowed businesses to grow and is now crucial to their success.

Online shopping is giving fashion consumers a whole new world of possibilities and they want to get the most out of that. Whether that be from customizing items or navigating a simple interface to mobile devices, consumers are influenced by various factors that lead them to choose the online experience.

Online shoppers tend to regard personalized offers highly. Many customers will shop around for the best deal. However, if there is a deal tailored specifically to the person, for example a birthday discount; then the customer will more than likely use that store.

Personalized products have a similar effect with drawing customers away from the competition by offering unique products.

# Example

Nike, a leading fashion manufacturer of fashion products, saw a growth of 30 percent in its e-commerce sales in the year 2012. Debenhams, an online fashion retailer, saw its online sales increase by 40 percent in a four month period of 2013. John Lewis saw a rise of 20.7 percent in the year 2012. It is easy to market products through the medium of internet, as the marketing strategies involved are innumerable and the results are overwhelming from a long term point of view.

Question 2:-

# ANSWER:-

# Definition:-

“An auction is 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.”

Online auctions in particular break down and remove visible limits of live auction such as geography, presence, time, space, and smaller target audiences. The auctions ranged from a live auction to an online auction with the help of technology.

For retailers, it provides access to a highly expanded pool of potential buyers, and the low cost of access makes it easy for individuals and businesses to offer goods and services. The majority of survey respondents participating in online auctions do so only as bidders.

# Types of Auctions:-

Following are the different types of auctions:-

Absolute Auction: In an absolute auction there is no minimum bid. The property is sold to the highest bidder, regardless of price.

Minimum-Bid Auction: Sometimes called a minimum published bid auction. In this type of auction the lowest acceptable price is predetermined by the seller and the auction firm.

Reserve Auction: In a reserve auction, the seller reserves the right to accept or reject the highest bid. The owner, with the advice of his agent, determines the price at which he would be willing to sell the property.

Question 3(a)

# ANSWER:-

# Definition:-

A text ad is a form of marketing communication that advertisers can use to promote their product or service on the Google Network.

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.

Text ads on Display can run as native ads, adjusting their fonts, colors, and design to the sites they show on.

Question 3 (b):-

# ANSWER:-

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.

* Retailers can get befitted in the following ways:
* EXPAND CUSTOMER REACH WITH DIGITAL CATALOGS
* BETTER END-TO-END BUSINESS INTEGRATION
* IMPROVED LEAD GENERATION OPPORTUNITIES
* INSPIRE PRODUCT CONFIDENCE IN BUYERS
* BETTER DATA INSIGHTS FROM CUSTOMERS
* TRANSITION TO ECOMMERCE

Question 4 (a):-

# ANSWER:-

# Push Technology:-

Push technology is a service that pushes information to a client from a server. This is the opposite of a traditional client/server model whereby a client such as a web browser requests information such as a web page.

**The following are illustrative examples of push technology.**

## Email:-

Email was an early use of push technology whereby a server will push email out to an email client when it arrives at the server.

## Mobile App:-

A server pushes stock quotes to a mobile app when the market is open.

## Messaging:-

Instant messages are typically pushed to clients.

## Notifications:-

A server pushes notifications to management when a production line stops. Such notifications might go to both systems and communication channels such as voicemail.

## Entertainment:-

A user asks her television to notify her of sports scores as she watches movies.

## Transportation:-

A safety system pushes earthquake warning notifications to a high speed train.

## Integration:-

When a customer changes their phone number an integration service pushes the change to all systems that store customer data.

Question 4 (b):-

# ANSWER:-

# Drawbacks of Push Technology:

1. It requires an active sales team that able to work/network actively with retailers and distributors and establish relationships.

2. Poor negotiating power with retailers and distributors, the producers are the one asking retailers to stock their products?

3. Demand may not exist among retailers, Wholesalers, or consumers: the producer may be left with products that they are unable to distribute.

4. Its requires demand forecasting. Which can be hard in a fast-moving market where consumer preference changes quickly?